

WABASH VALLEY

A series of tributes to hometown heroes who have made a difference.

T-3 Glass (W.W.)

Root Glass Company

SEP 20 2001

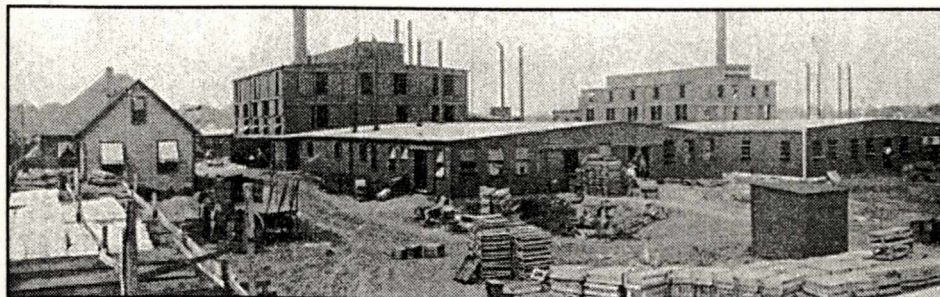
Organized in 1901, the Root Glass Company earned enduring international fame for designing the cocoa-pod shaped Coca-Cola bottle in 1915.

Root Glass Co. was the last of four glass companies to establish new factories in Terre Haute between January 1900 and November 1901. Harry Streeter founded Terre Haute Glass Manufacturing Co. at 16th and Cedar (south of Maple Ave.) on July 16, 1900. The Hays Glass Co. began operations at 25th and Locust streets five months later and North Baltimore Bottle Glass Co. relocated its factory from Albany, Ind., to the north side of Maple Ave. at 17th St. a few weeks later.

In 1900 Wayne County, Pa., native Chapman J. Root moved to Terre Haute while serving as an officer and director of North Baltimore Bottle Glass Co. Root began erecting his own factory at the northeast corner of Third and Voorhees in early 1901. The plant was in operation by November. Business doubled virtually every year. In October 1905 Root acquired the Terre Haute Glass Manufacturing Co. to fabricate Mason jars. On Nov. 9, 1909, Root Glass sold the former Streeter plant to Ball Brothers Glass Manufacturing Co. of Muncie. The Root plant specialized in light green, amber and flint beverage bottles, primarily for beer and soda water.

On March 23, 1913, a deadly tornado flattened the complex (except for one smoke-stack), killing one employee. While the plant was being reconstructed, Root and plant supervisor Alexander Samuelson assigned machinist Earl Dean and auditor Clyde Edwards to research and design a new glass container for Coca-Cola Co. of Atlanta, Ga., one of Root's best customers. Dean's design, patented Nov. 16, 1915, was selected over 11 contenders as the new Coca-Cola bottle in January 1916. The company received five cents in royalties for every gross of bottles produced by any glass manufacturer in addition to manufacturing costs for bottles produced by Root. Three large furnaces were in constant operation. In 1932 — the year his 30-year-old son William was killed in an airplane crash — Root sold the plant to Owens-Illinois Glass Co., which retained the Root name until 1934. Owens-Illinois utilized the plant through 1948, when its buildings were converted into warehouses. American-Wheaton Glass Corp. of Millville, N.J., acquired the land in May 1960, razed the old buildings and built a new plant. American Can Co. acquired the Wheaton Plant in 1962, forming a subsidiary called A-W Glass Corp. The complex was sold to Midland Glass Co. in January 1968. It ceased operations on April 30, 1984 and the buildings were razed 10 years later.

Last year, descendants of Chapman J. Root generously donated substantial Coca-Cola memorabilia from their private collection to the Vigo County Historical Society.



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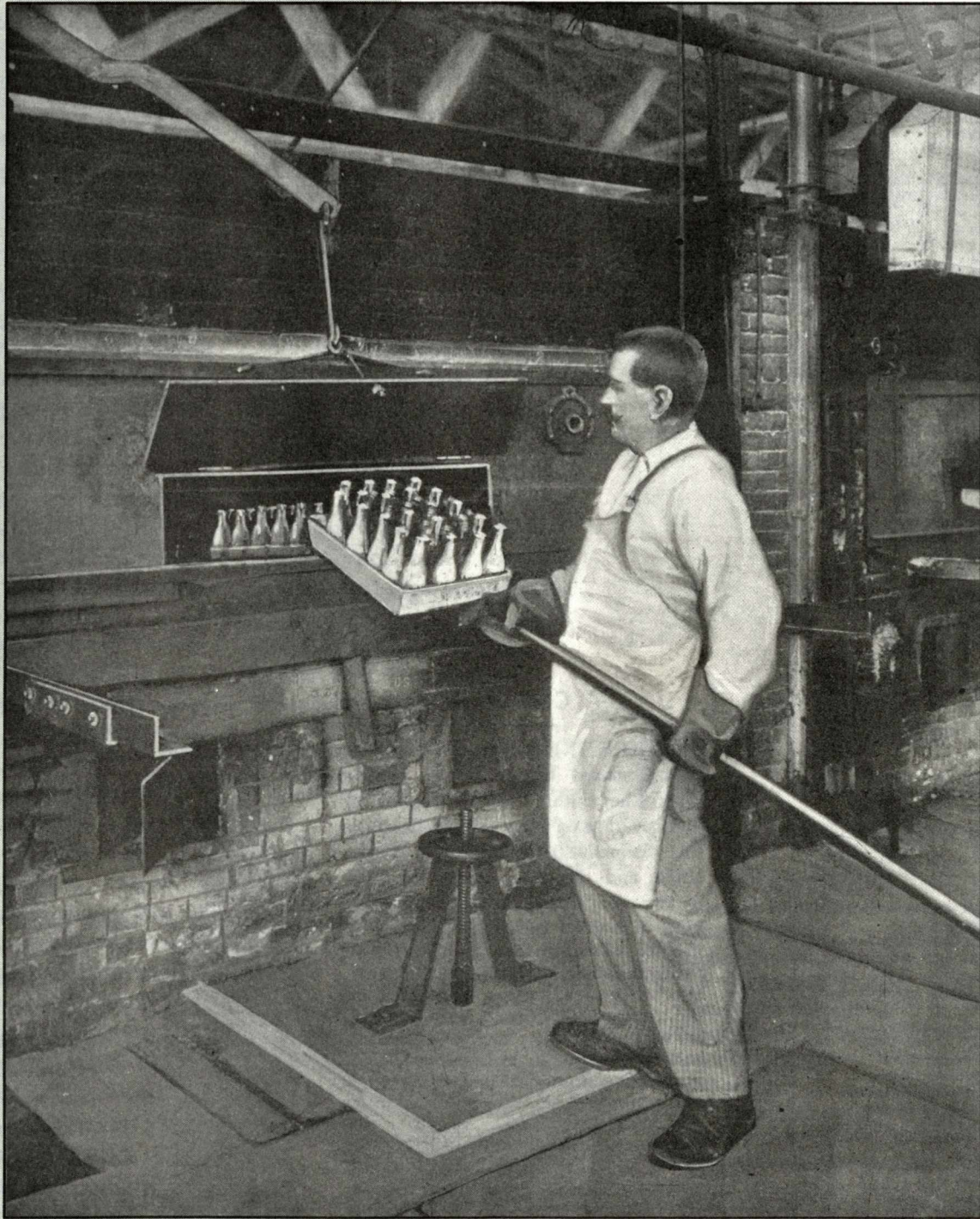
Root Glass

Glass (w.v.)

Coca Cola p10 + 11

A Magazine Exploring Indiana History

The Indiana Historian



Little Bottle—Big Business

Focus

Ingenuity, invention, and technology have changed our lives and will continue to do so. They also were changing people's lives in the late nineteenth and early twentieth centuries and are important elements in the stories on which this magazine has focused.

Advertising promotions for products and businesses make us aware how crucial the right visual image—and often name, logo, and musical accompaniment—is to success. This is not a new phenomenon, especially in the soft drink industry.

The overview on page 3 provides some broad context. On pages 4 and 5, the early history of the soft drink industry is reviewed.

Pages 6 and 7 focus on the Root Glass Company in Terre Haute and the Coca-

Cola bottle that it designed and patented.

"Making Glass Bottles," on pages 8 and 9, provides an introduction to the technology that made possible a standard bottle which could symbolize a product nationwide. Because of Indiana's extensive natural gas resources, glassmaking was a major industry in the state; Indiana also contributed to advances in technology.

The Sanborn map story on pages 10 and 11 uses an example of a very valuable type of historical resource. The photograph provides a perspective of the area covered by the map. As these pages demonstrate, making glass bottles was a complex operation.

On pages 12 and 13, we introduce two ways—patents and trademarks—to protect the products of ingenuity and invention.

"Behind the Scenes" on page 14 discusses briefly how this issue was compiled and thanks the partners who helped us.

"Selected Resources" on page 15 provides a bibliography of references used for this issue and additional resources to explore further.

The Indiana Historian
September 1995
ISSN 1071-3301

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The Indiana Historian provides resources and models for the study of local history to encourage Indiana's citizens of all ages to become engaged with the history of their communities and the state of Indiana.

The Indiana Historian (formerly *The Indiana Junior Historian*) is issued quarterly from September through June.

It is a membership benefit of the Indiana Junior Historical Society. It is distributed free to school media centers, libraries, and other cultural and historical groups in Indiana. Annual subscriptions are available for \$5.00. Back issues are available at individual and bulk pricing.

This material is available to visually impaired patrons in audio format, courtesy of the Indiana History Project of the Indiana Historical Society. Tapes are available through the Talking Books Program of the Indiana State Library; contact the Talking Books Program, 317-232-3702.

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Coca-Cola's New Bottle.

National Bottlers Gazette, April 5, 1917, p. 88.

GENUINE bottled Coca-Cola is now sold in a new-shaped bottle—as per our fac-simile illustration herewith. Customers partial to that beverage will now easily distinguish this distinctive style bottle. It is patented and therefore cannot be used by any other manufacturer of any other kind of bottled carbonated goods. It will be observed that it is easy and handy to hold and dispense the contents. We believe this to be a wise move on the part of the Coca-Cola Company. Certainly far better for their customers and the bottling trade in general than in claiming an original ownership in the old, common 7-oz. bottle so long in use. No doubt every Coca-Cola bottler will welcome this new and distinctive package as an additional and safe protection against infringers and would be infringers. We congratulate the Coca-Cola branch of the trade and especially the parent company in thus protecting the rights of all concerned.



New Coca-Cola Bottle.

Cover illustration: On the front cover of the December 2, 1916 *Scientific American Supplement*, the illustration shows a worker in a bottle-making plant putting molded bottles in an annealing oven to cool.

The Business of Bottles

In Terre Haute, Indiana, on April 19, 1994, a crowd gathered near the site where the old Root Glass Company had once stood. The occasion was the dedication ceremony of an Indiana historical marker entitled, "Birthplace of the Coca-Cola Contour Bottle."

It seemed fitting to mark the place where owner, Chapman Root, and his staff designed and created what is now considered to be the most recognized trademark in the world.

The marker provides the impetus for the fascinating story of how the Coca-Cola Company and Indiana are linked by the imagination and hard work of a few Hoosiers.

It also leads into broader issues about business and society. John Pemberton, inventor of Coca-Cola syrup, Asa Candler, who bought Pemberton out and became the sole owner of The Coca-Cola Company, and Chapman Root, all sought legal protection of their inventions, designs, and company logos through patents and trademarks.

Coca-Cola and other drink bottling companies were springing up all over the United States. By the year 1900, Americans were consuming an average of twelve bottles and glasses of soda pop per year. By 1980, Americans were drinking 359 bottles of soda pop a year!

The Indiana glass

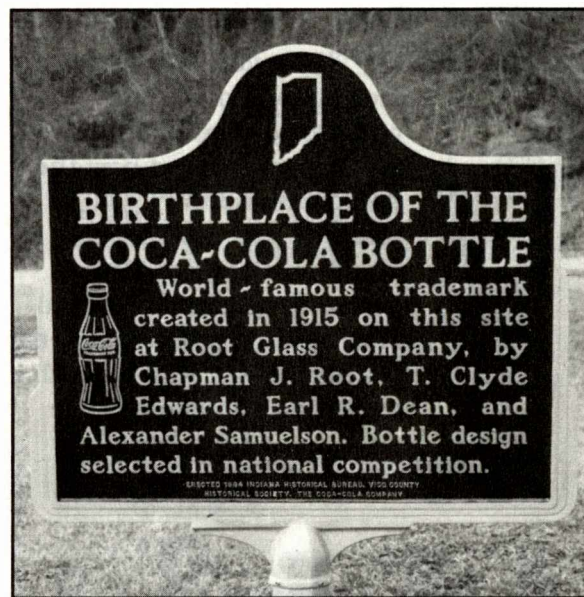
industry, too, expanded. Glass manufacturers needed clean, cheap fuel, and the state's natural gas fields provided just that. By 1899, Indiana was second only to Pennsylvania in the manufacture of glass.

In 1900, the Indiana glass industry produced a significant percentage of the glassware manufactured in the United States. The following chart indicates

Indiana's percentage:

fruit jars	70.9%
prescription bottles	25.7%
flasks and liquor bottles	50.2%
milk bottles	13.4%
patent medicine bottles	18.9%
jars for packing and preserving	31.6%
jelly glasses, pressed tumblers, and goblets	35.7%
lamps	10.1%
lamp chimneys	45.1%
lantern globes	52.4%

Sources: Phillips, *Indiana in Transition*, 298-99; Tchudi, *Soda Poppery*, 57-58; *Indianapolis Star*, November 21, 1945, p. 10.



Indiana Historical Bureau

This official Indiana historical marker is located at the site of the former Root Glass Factory, Terre Haute, Indiana.



Chapman Root

Chapman Root came to Terre Haute, Indiana in 1900 and opened his glass factory in 1901. As this 1905 characterization shows, Root was quite a successful businessman ten years before the Coca-Cola bottle was created. He employed over six hundred people in 1905; by 1912, his work force had increased to 825 people.

It was, however, the Coca-Cola bottle that insured Root's fortune. In his 1916 contract with Coca-Cola, he was to receive five cents per gross (144) of the bottles made. At his death in 1945, he left an estimated \$11 million estate to his grandson, Chapman Shaw Root.

Sources: Dorothy J. Clark, *Historically Speaking* (Evansville: Whipporwill Publications, 1981), 155; Schaeffer and Bateman, "A Bottle . . ."; *Indianapolis Star*, July 4, 1990, p. 7.

Spring Water to Soda Pop

Have you ever drunk an ice cold soft drink? Of course, you have. But have you ever wondered how the soft drink industry got started?

Since ancient Roman times, people have believed that bathing in and drinking natural spring water could cure many ailments of the

body and mind. Naturally carbonated springs, in particular, were popular with people who thought the bubbling waters had curing powers. Such carbonation occurs when carbon dioxide gases formed in the earth escape through the spring water. These waters were

the first "soft drinks."

As early as the late 1700s, Americans bottled spring waters and sold them as medicinal cures. The timeline below provides highlights of the evolution of the American soft drink industry to 1915, with emphasis on Coca-Cola.



Bottles like these were hand-blown. Spring water and other tonics were sold in these types of bottles in the nineteenth century.

Early to mid 1800s

Bottled spring water is sold as health tonic. Carbonated water is bottled, but bottles explode easily.

By 1807

Benjamin Silliman, a Yale University chemistry professor, discovers how to dissolve carbon dioxide in water.

1888

Asa Candler becomes sole owner of Coca-Cola; in 1892 he forms the Coca-Cola Company and creates a franchise bottling system, which allows others to bottle his soft drink.

The Coca-Cola Company.

COCA-COLA SYRUP * AND * EXTRACT. For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERAGE" and "TEMPERANCE DRINK" contains the valuable TONIC and NERVE STIMULANT properties of the Coca plant and Cola-(or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous affections — SICK HEAD-ACHE, NEURALGIA, HYSTERIA, MELANCHOLY, &c.

The peculiar flavor of COCA-COLA delights every palate; it is dispensed from the soda fountain in same manner as any of the fruit syrups.

J. S. Pemberton,
Chemist.

Sole Proprietor, Atlanta, Ga.

John Pemberton applied for and received a patent on this label in 1887.

November 15, 1886

Coca-Cola syrup is mixed with carbonated water.

May 1886

Pemberton takes Coca-Cola syrup to Jacobs' Pharmacy where it is served, with plain water, from the "soda fountain."

Early 1886

Pemberton finally achieves the taste he is looking for and names it Coca-Cola.

1880

John Pemberton, an Atlanta pharmacist begins experimenting with flavored syrups, using a brass kettle, ladles, measuring cups, and apothecary scales in his backyard.

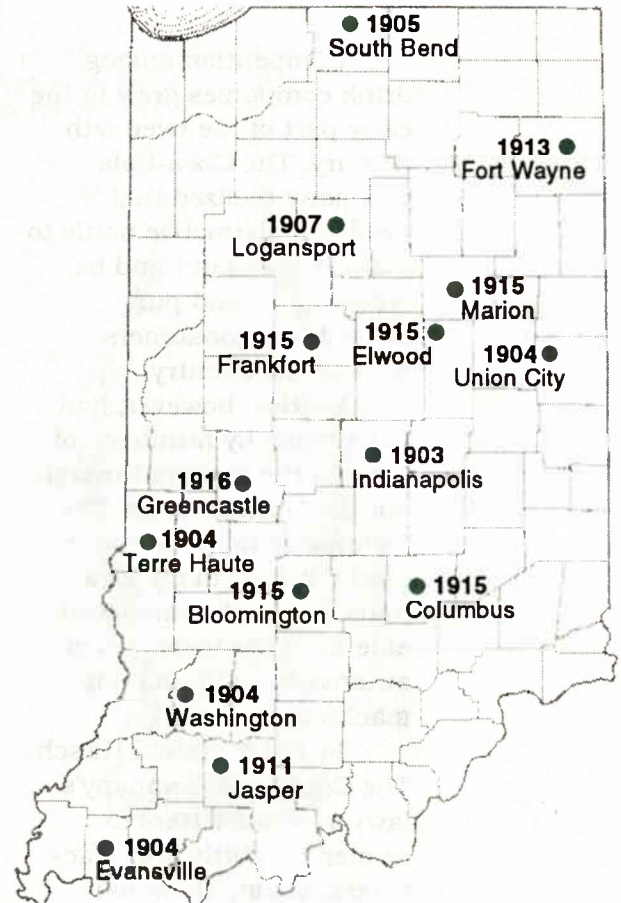
By 1876

Charles E. Hires, a Philadelphia pharmacist, creates Hires Root Beer.

Earliest Coca-Cola Bottling Companies in Indiana



Samples of Coca-Cola bottles from 1894 through 1916.



1891
William Painter invents the "crown" cap—which is still used—and revolutionizes the bottling industry.

1903
First Indiana Coca-Cola Bottling Company opens in Indianapolis.

1901
Root Glass Company is formed in Terre Haute, Indiana

1899
Benjamin F. Thomas and Joseph B. Whitehead of Chattanooga, Tennessee are first large-scale bottlers, receiving rights to sell Coca-Cola except in Biedenharn's territory of Mississippi, New England states, and part of Texas.

1894
Joseph A. Biedenharn, owner of Biedenharn Candy Store Vicksburg, Mississippi, is the first to bottle Coca-Cola.

1886-1894
Coca-Cola is dispensed only by the glass from drugstore "fountains."

January 31, 1893
Coca-Cola is registered with the United States Patent Office.

1890s-1916
Coca-Cola bottles are all different depending upon which company is the bottler. Many imitations of Coca-Cola are on the market.

1913
Coca-Cola Company seeks a distinctive bottle for its bottlers to use.

You Be the Historian

- What are some other major brands of soft drinks on the market today? When were they developed?
- Extend the timeline to the present. When, for example, were cans, plastic bottles, and twist-off caps added to the industry?
- How much soft drink is consumed by Americans today?

Coca-Cola: The Indiana Connection

Competition among drink companies grew in the early part of the twentieth century. The Coca-Cola Company realized that it needed a distinctive bottle to make it stand out and be recognized—and purchased—by consumers around the country.

Bottles, however, had to be made by hundreds of glass bottle makers throughout the United States. The technology to make a standard bottle in many locations did not become available until the invention of automatic bottle-making machines.

In 1913, Harold Hirsch, The Coca-Cola Company's lawyer, wrote letters to numerous bottle manufacturers, asking them to design, in the words of one bottler, "a bottle which a person will recognize even

when he feels it in the dark."

The Root Glass Company, located in Terre Haute, Indiana, accepted the challenge. Founded in 1901 by Chapman J. Root, the company supplied glass bottles to the United States, as well as Mexico, France, and Central and South America.

Glass factories, without air conditioning into the twentieth century, shut down in the hot summer months. The Root Company was no exception.

In the summer of 1913, only Chapman Root and his advisory staff were at the plant. They included Chapman's son William, Alexander Samuelson, plant supervisor, T. Clyde Edwards, auditor, Roy Hurt, secretary, and Earl Dean, machinist.

Samuelson asked Edwards to get information

on the coca leaves and cola seeds, two original main ingredients of Coca-Cola.

The bottle actually was designed to imitate the ridges in the cocoa pod. A sample was made from wood; then an iron mold was made. Several prototype bottles were produced.

This prototype bottle bulged in the middle so much that it could not pass through the bottling machinery. It was also too wide for existing bottle cases. The bottle was modified somewhat, reducing its bulging middle. It was made from a pale, "German green" glass.

The new bottle was tested in complete secrecy. After testing, a few minor changes were made. The bottle was patented on November 16, 1915.

In January 1916, the annual convention of the Atlanta territory Coca-Cola Bottling Companies was held in Atlanta, Georgia. Root's bottle was accepted as the official bottle of The Coca-Cola Company from among approximately eleven designs.

Sources: Schaeffer and Bateman, "A Bottle . . ."; T. Clyde Edwards and Chapman Root, Jr., interview by Wilbur G. Kurtz, Jr., and Franklin Garrett, August 15, 1949, transcript, Coca-Cola Company, Atlanta, Georgia; Tchudi, *Soda Poppery*, 25.



Samuelson (left) and Root in a right-hand drive automobile at about the time the distinctive Coca-Cola bottle was designed.

The Coca-Cola Company.

The Inspiration for the Coca-Cola Bottle

In a letter, machinist Dean later recounted,

"The question came up as to what Coca-Cola was made of and Mr. Root had his chauffeur, Roy Grimsly, take T. C. Edwards and me to the Fairbanks Library to see what we could find. It so happened we found in a book of reference an article and a very good illustration of a pod that grows on a large tree ...

I was very much interested in the shape of the pod. It had a very short neck at the stem end and the body had four different diameter and vertical ribs which I incorporated in my first drawing to show Mr. Root the next morning."

Source: Earl R. Dean, Clarendon Hills, Illinois, to Florida Coca-Cola Bottling Company, Daytona Beach, Florida, April 9, 1971, [photocopy], Coca-Cola Company, Atlanta, Georgia.



Cocoa tree branch with fruit.

The first design for the new Coca-Cola bottle.



The Coca-Cola Company.

UNITED STATES PATENT OFFICE.

ALEXANDER SAMUELSON, OF TERRE HAUTE, INDIANA, ASSIGNOR TO ROOT GLASS COMPANY, OF TERRE HAUTE, INDIANA.

DESIGN FOR A BOTTLE OR SIMILAR ARTICLE.

48,160.

Specification for Design.

Patented Nov. 16, 1915.

Application filed August 18, 1915. Serial No. 46,196. Term of patent 14 years.

To all whom it may concern:

Be it known that I, ALEXANDER SAMUELSON, a citizen of the United States, residing at Terre Haute, in the county of Vigo and State of Indiana, have invented a new, original, and ornamental Design for Bottles or Similar Articles, of which the following is a specification, reference being had to the accompanying drawings, forming a part thereof.

Figure 1 is a perspective view of a bottle showing my design. Fig. 2 is a bottom plan view of the same.

I claim:

The ornamental design for a bottle or similar article, as shown.

ALEXANDER SAMUELSON.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."

The Coca-Cola Company.

You be the Historian

- There are many inventors in Indiana. Locate an inventor in your community or area and interview him or her about the process of inventing.
- Try inventing a product—as individuals or in groups. Document why and how you did it.

The first patent issued for the modern Coca-Cola bottle.

Making Glass Bottles

Glass! It's everywhere. Stop reading for a moment and look around the room. How many ways do you see glass being used? Glass is a remarkable invention, dating back to ancient Egyptian times. Over the centuries, glassmaking was perfected into an art form.

The basic materials needed to make glass are very simple: silica (sand), soda ash, and lime. Other ingredients can be added, depending upon the type of glass being made, desired color, etc. A huge furnace melts the mixture at approximately 3000°F. and a soft, liquid mass, which looks like glowing red taffy, results. This liquid glass can then be shaped or molded into an

almost endless variety of objects.

Bottles have been made from glass for centuries. Originally, they were all hand-blown. It was not until the late 1800s that automated glass-blowing machines were invented. These new machines increased production and reduced the number of workers needed, giving glass factory owners a greater profit.

In 1895, the Toledo Glass Company was formed. This company was responsible for some of the most innovative automatic machinery invented. Michael J. Owens, one of the founders of the Toledo Glass Company, invented a new machine that gathered the

First Automated Glass Jar Machine— How Did It Work?

Workers dropped gobs of molten glass into the two molds.

A—formed the body of the jar or bottle.

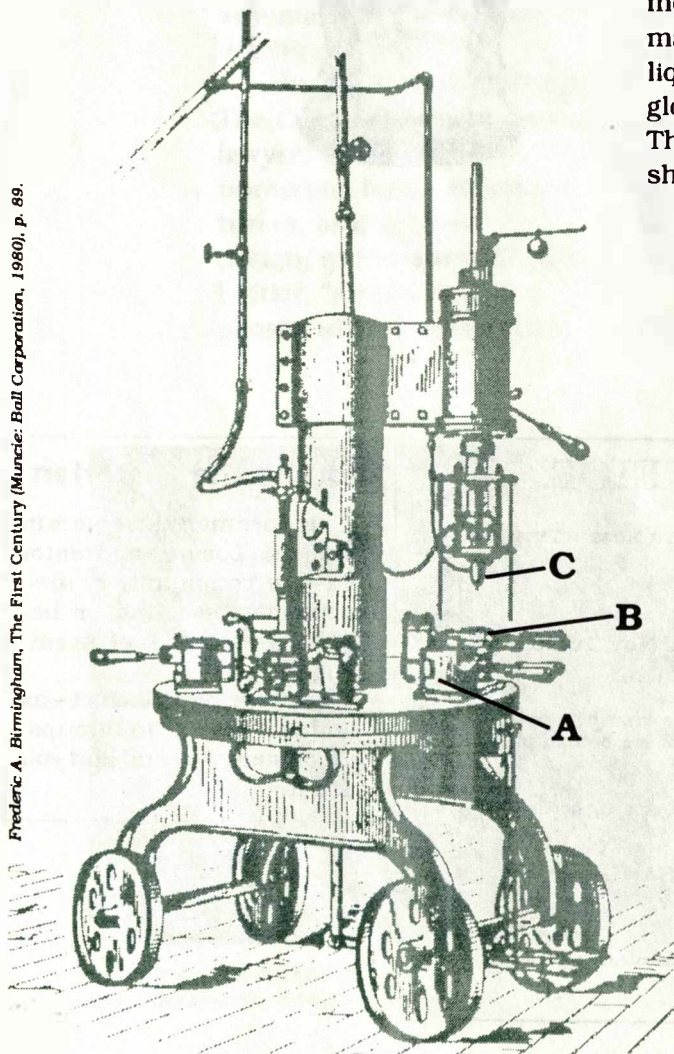
B—formed the neck of the jar or bottle.

C—was placed over the molds and forced air down into the molds, spreading the molten glass to the sides of the molds.

Mold **B** was placed on top of Mold **A**. Pressure was applied, and the contents of the two molds were formed together into a wide mouth jar or bottle.

Source: Frederic A. Birmingham, *The First Century* (Muncie: Ball Corporation, 1980), p. 89.

The experimentation and development of this machine was completed in 1898. With this machine, a team of four men could produce 3,600 wide-mouth jars or bottles each day.



Frederic A. Birmingham, *The First Century* (Muncie: Ball Corporation, 1980), p. 89.

molten glass directly from the furnace, automatically filled the molds, blew the glass with compressed air, and finally dropped the finished bottle onto a conveyor belt. The revolutionary machine which first appeared in 1903 bears his name.

In 1907, the first successful semi-automatic machines, known as Johnny Bulls, could produce narrow-necked bottles. The semi-automatic machines still required a worker to gather or collect the molten glass from the furnace and pour it into the molds.

Sources: Paterson, *How Glass Is Made*, 3-4; Scoville, *Revolution in Glassmaking*, 3, 14, 147-56, 160, 179-80.

Working In A Glass Factory

William Prescott, employed at the Root Glass Company at age fourteen, became a proficient bottle blower. He was twenty-four years of age when he was chosen to make the original samples of the Coca-Cola bottle.

He recalled how Root allowed him and other blowers to take a few minutes every hour to go outside and

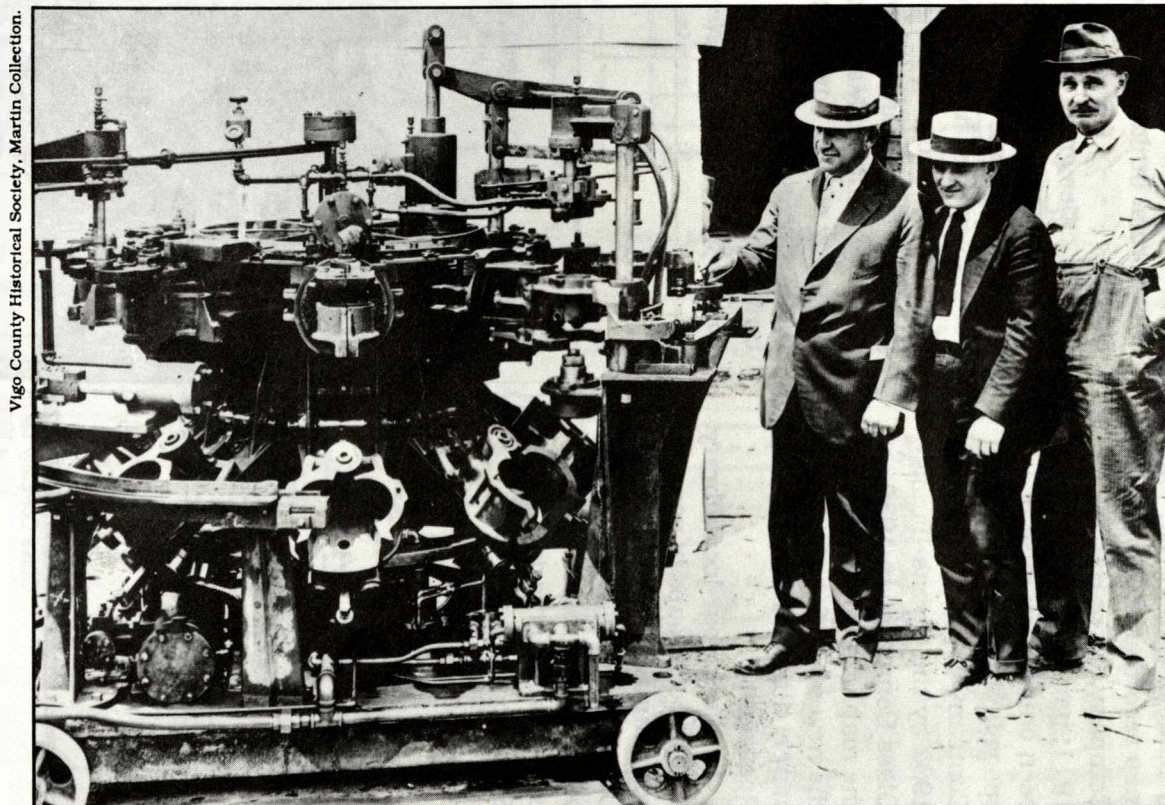
escape the heat. When Root sold his company in 1932, the new owners stopped the practice.

The excessive heat took a toll on Prescott's health, and years of constant pressure on his ear drums, produced by blowing glass, destroyed his hearing.

Source: *Terre Haute Sunday Tribune-Star*, March 23, 1969.

You Be the Historian

- Has the glassmaking industry affected your community or area? If so, how?
- Has the soft drink industry affected your community or area? If so, how?
- If there are people in your area who have worked or are working in either industry, interview them and preserve their experiences in a local newspaper story and/or institution.
- Interview students, adults of various ages, and especially senior citizens about soda fountain experiences and the changes in soft drinks and how they are bottled over the past fifty years. Preserve those memories.



Chapman Root (left) kept up with the times and installed an automatic bottle machine in his glass factory.

A Sanborn Fire Insurance Map of the Root Glass Company

Carefully examine the Sanborn map on page 11. Locate the areas where the different steps in glassmaking occurred. The map records the Root Glass Company, Terre Haute in 1911; part of the map has been omitted because of space limitations. The Root Company was purchased in 1932 by the Owens-Illinois Glass Company. In 1938, the map was updated and the new owner's name was simply attached over the Root name.

Check your local library for Sanborn maps of your community. The Indiana University Geography Library has an extensive collection of Indiana Sanborn maps.

What Is a Sanborn Map?

During the mid-nineteenth century, fire insurance companies began to have on-site inspections of all industrial, residential, and commercial buildings throughout the United States.

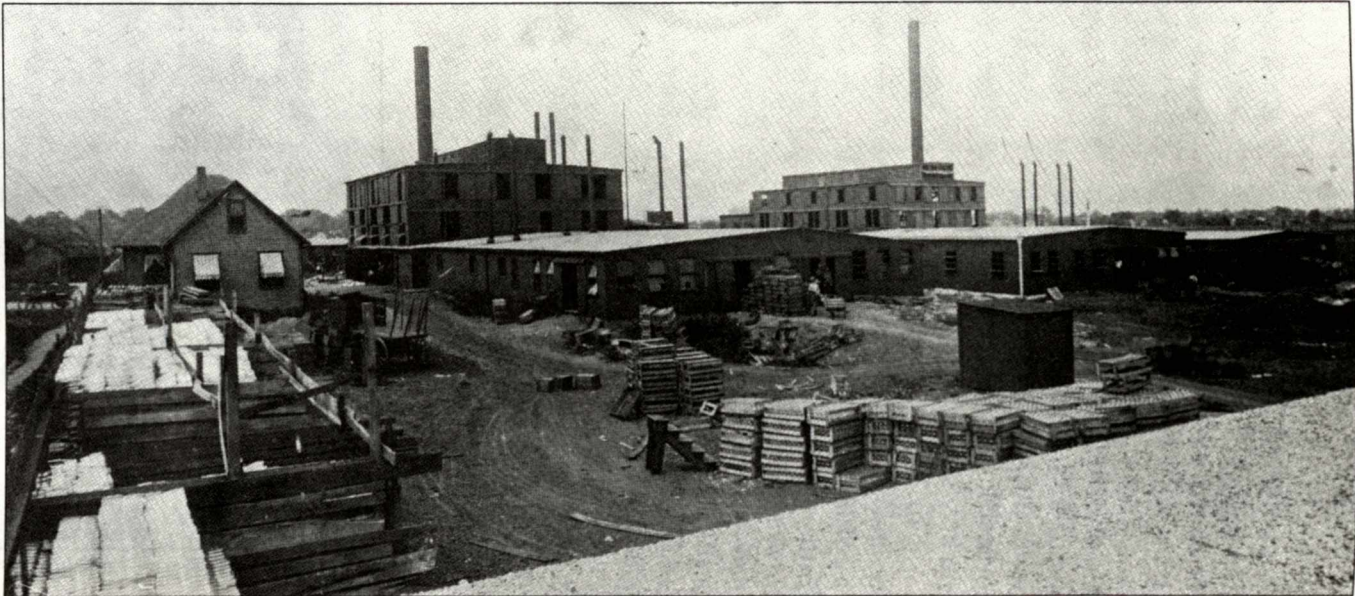
As cities grew, more and more buildings were built, and the on-site inspections became very time consuming. Instead, map companies were hired to draw detailed maps of buildings showing building materials and potential fire hazards.

The Sanborn Map and Publishing Company of New York became the leader in the business. These maps are now an important resource for historians.

Source: Kyvig and Marty, *Nearby History*, 78-79.

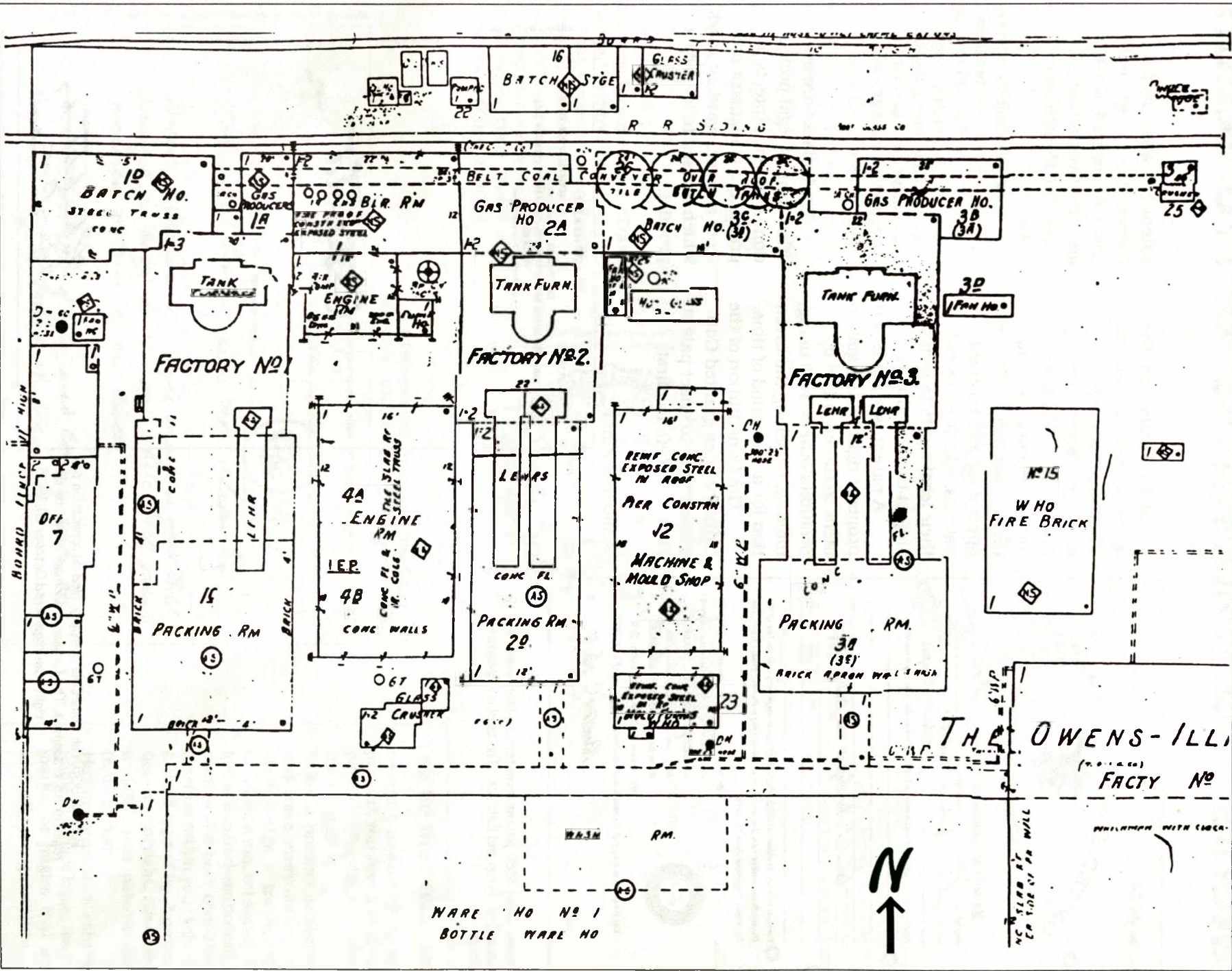
Glossary of Terms

- Annealing**—slow cooling process of hot glass in a special oven called a **lehr**.
- Batch**—raw materials which are mixed together to make glass.
- Cullet**—broken glass mixed into batch.
- Fusion**—joining or melting by heating.
- Gas Furnace**—supplies heat to the tank furnace. Previously gas, wood, and coal were used.
- Gather**—molten glass taken directly from the furnace. Before fully automated machinery, it was removed by workers from the furnaces and poured into molds.
- Lehr**—long, tunnel-like oven, where glass moves slowly through the annealing (cooling) process.
- Molds**—hollow forms of different shapes and sizes in which molten glass is poured and pressed.
- Tank furnace**—where batch is melted at approximately 3000°F into molten glass.
- Warehouse**—storage area for finished glass products.



Photograph of the Root Glass Company taken circa 1903.

F. J. Gordon, *Twentieth Century Souvenir of Terre Haute* (Terre Haute: Moore & Largent Pig. Co., 1903), n.p.



Source: Insurance Maps of Terre Haute, Indiana, Vol. 2, *Additional Index*, April, 1945 (New York: Sanborn Map Co., 1911), p. 220.

Patents and Trademarks for Protection

The Coca-Cola Company

No. 502,702

UNITED STATES OF AMERICA,
PATENT OFFICE.

THE UNIT: BE IT REMEMBERED, That on the 11th
day of JUNE, 1887, John S. Pemberton
of Atlanta, Georgia,
deposited in this Office for registration a LABEL of which the following is the title:

"Coca-Cola Syrup and Extract."

On the right whereof he claims as author, in conformity with the laws of the
United States entitled "An Act to amend the law relating to Patents, Trade-Marks, and
Copyrights," approved June 18, 1874.

In testimony whereof I have caused the seal of the
Commissioner of Patents to be hereunto affixed
this 11th day of June,
1887, and of the Independence of the United
States the one hundred and eleventh.

Given under my hand at Washington, D. C.

The foregoing is a copy of the record, and attached hereto is a copy of said LABEL

Benjamin J. Hall
Commissioner of Patents

Pemberton's 1887 patent registered a label with the title "Coca-Cola Syrup and Extract." The label is reproduced on page 4.

John Pemberton, the inventor of Coca-Cola, and Chapman Root, whose employees invented the Coca-Cola bottle, knew the importance of protecting their "inventions." Both men applied for and received patents, which protected their legal rights to ownership of their products.

A patent is a grant of a property right by the government to the inventor. It prohibits others from using, making, or selling the invention for a set period of time.

The Constitution of the United States granted Congress power to enact patent laws. In 1790, the first

patent law was enacted. Current law is a general revision, enacted in 1952, and effective January 1, 1953. The Constitution states:

Congress shall have power . . . to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries.

Trademarks are another form of legal protection. A patent protects a product; a trademark protects a name, word, or mark which is used to identify a product.

No. 47,189.

TRADE-MARK.
REGISTERED OCT. 31, 1905.

THE COCA COLA COMPANY.
TONIC BEVERAGES AND SYRUPS FOR THE MANUFACTURE OF SUCH
BEVERAGE.
APPLICATION FILED APR. 21, 1905.

Coca-Cola

PROPRIETOR
The Coca-Cola Company
Atlanta, Georgia

The Coca-Cola Company

In April 1905, the Coca-Cola Company filed an application to register its trademark. The familiar trademark shown to the right was registered October 31, 1905.

The Indiana State Archives has a vast collection of trademarks belonging to Indiana businesses. Robert Horton, Electronic Records Archivist, explains further why trademarks are important:

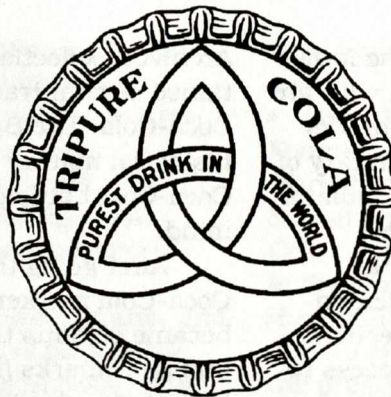
Trademarks are what you see in commercials and advertisements: a name ("Coke"), or a slogan ("Drink Coke!") or even a package (Classic Coke in its "classic" bottle). Companies invest in trademarks so that people will recognize their products;

... To protect their investments, companies try to protect their trademarks from what is technically known as "infringement;" they don't want anyone else using their property.

Sources: Robert Horton, "Trademarks," Archives Division, Indiana Commission on Public Records, 1995; U. S. Department of Commerce, *General Information Concerning Patents* (Washington, D.C.: Patent and Trademark Office, 1994), 2-3.

Archives Division, Indiana Commission on Public Records.

My trade-mark consists of the word symbol "Tripure Cola-Paraset drink in the world." This has been arranged as shown in the fac-simile hereto attached, to-wit:-



which represents a bottle cap, the top of which is the words "Tripure Cola", in red, and a triple link, in red, in which is printed the words "purest drink in the world", in red.

In Indiana, many trademarks for beverages were registered. Edwin C. Henning, Evansville, applied in December 1915 to register the trademark shown to the left.

Archives Division, Indiana Commission on Public Records.



An Indiana trademark registered in 1914 by William M. Gates. One of the many Hoosier competitors of Coca-Cola.

In December 1913, the Home Bottling Company of Evansville applied to register its trademark—"Coke."

Class of merchandise and the particular description of goods comprised in such class to which the

(Insert Label, Trade-mark, Stamp, or Form of Advertisement, or the name may be.)

has been or is intended to be appropriated

(File in duplicate and page 411)

Carbonated Beverages - non alcoholic

Essential feature of trade mark is word 'Coke' printed in black in red on white background enclosed within a red circle

The style and size of type and color of ink and paper may be varied at pleasure

Archives Division, Indiana Commission on Public Records.

You Be the Historian

- Design a trademark for the product you invented (from page 7). Why did you select the design?
- Select a product or service and have everyone in the class design a trademark. Conduct a market survey to test which trademark design creates the best consumer reaction within your school.
- A third type of legal protection is copyright. How does it differ from patents and trademarks?
- How many products can you name that have logos, trademarks, or jingles that are instantly recognizable?

Behind the Scenes

"Behind the Scenes" presents some aspect of how the Bureau staff produces each issue of the magazine. The focus may be, for example, the research process, an interpretation problem, etc. It also enables us to thank our partners and demonstrate that research is a collaboration with often unexpected twists and turns.

This issue of *The Indiana Historian* began with an interest in the trademarks collection in the Secretary of State records in the Indiana State Archives. Robert Horton, the Electronic Records Archivist, demonstrated the rich collection and the computer access to it and provided an introduction to the topic of trademarks in Indiana law and nationally.

Selecting the approach proved more difficult. The

Archives' collection contained several trademarks for Coca-Cola. The Bureau's historical marker for the Coca-Cola bottle came to mind.

After going through the Coca-Cola marker file, it became obvious that Indiana and trademarks have played important roles in Coca-Cola's history. We decided to combine the two topics into one issue.

The first step was a call to the Coca-Cola Company in Atlanta, Georgia. Philip F. Mooney, manager of the Archives Department, immediately offered reproductions of documents and photographs that we needed. He also answered the many questions that we faxed to him.

Next, a call was placed to Marylee Hagen of the Vigo County Historical Society with a request for any materials on the Root Glass Company. Hagen explained that she had few Root documents, but was willing to share whatever she had. She obtained permission to reproduce a Root photograph. We promised to share with her the materials we received from the Coca-Cola Company.

A visit to the State Archives and Horton produced a nice selec-

tion of trademark reproductions. Horton wrote a short article on the history of Indiana trademarks and their importance to historical research.

After this work with primary sources—and additional secondary source research—the stories of Coca-Cola, the Root Glass Company, and the birth of the Coca-Cola bottle were satisfactory. The glassmaking process, however, was still confusing. A call to the Ball Corporation in Muncie put us in contact with Sarah Wanthal, Edmund Ball's secretary. Ball is the Chairman Emeritus of the Executive Committee of the Ball Corporation. In his nineties, he remembers the early days of glass making in his father's company.

A call to David Lewis, Special Collections' Research Assistant at the Vigo County Public Library, called our attention to the valuable Sanborn Map reproduced on page 11. He also provided other pertinent information.

Indiana State Library staff provided books, pamphlets, photographs, newspaper articles, and other information on our topic.

This issue is the result of the collected efforts of many people who shared their time and expertise. We wish to thank them for their valuable contributions to *The Indiana Historian*.



Paula Bongen
Indiana Historical Society
Room 408
140 N. Senate Ave.
Indianapolis IN 46204-2296

June 29, 1995

Enclosed are the photocopies you requested. It was the most I could find concerning the physical plant of Terre Haute's Root Glass Co.

I didn't mention that Shubert Sebree (1890-1980), a Terre Hautean who knew Eugene V. Debs, told about his boyhood work experiences in the North Baltimore Glass Factory that was important here the first couple decades of the 20th century. If you have this transcript at the State Library, you might want to read pgs. 18-21 that tell about the glass bottle manufacturing industry of that era.

Please send the Vigo County Public Library, Special Collections Dept., a check for \$3.71 to cover its photocopying and postage expenses. Thank you for your interesting and unique inquiry!

David N. Lewis

David N. Lewis
SpC Research Ass't.

One important element of research is selection. The *Indiana Historian* has space restrictions, and only a few of the many resources located can be used. The Sebree oral history, for example, is a valuable resource that we could not use.

A Note Regarding Resources: Items are listed on this page that enhance work with the topic discussed. Some older items, especially, may include dated practices and ideas that are no longer generally accepted. Resources reflecting current practices are noted whenever possible.

Selected Resources

Bibliography

- Kyvig, David E., and Myron A. Marty. *Nearby History: Exploring the Past Around You*. Nashville: American Association for State and Local History, 1982.

Excellent resource on the historical research process.

- Munsey, Cecil. *The Illustrated Guide to the Collectibles of Coca-Cola*. New York: Hawthorn Books, Inc., 1972.

Detailed information along with beautiful photographs of Coca-Cola items.

- Paterson, Alan J. *How Glass Is Made*. New York: Facts On File Publications, 1985.

Student reading. Good information on the history and process of glassmaking; nice graphics.

- Phillips, Clifton J. *Indiana in Transition: The Emergence of an Industrial Commonwealth, 1880-1920*. Indianapolis: Indiana Historical Bureau and Indiana Historical Society, 1968.

Valuable general source on Indiana's early industrial history.

- Schaeffer, Randy S., and William E. Bateman. "A Bottle You Can Recognize in the Dark." *The Cola Call* (March 1985): 4-8.

Excellent, detailed article on the birth of the Coca-Cola bottle.

- *Scientific American Supplement*, December 2, 1916.

Informative article on the glassmaking process; wonderful photographs.

- Scoville, Warren C. *Revolution in Glassmaking: Entrepreneurship and Technological Change in the American Industry, 1880-1920*. Cambridge, MA: Harvard University Press, 1948.

Facts, figures, charts, and information regarding the glassmaking industry and its workers.

- Tchudi, Stephen N. *Soda Poppery: The History of Soft Drinks in America with Recipes for Making & Using Soft Drinks PLUS Easy Science Experiments*. New York: Charles Scribner's Sons, 1986.

Student reading. Informative history of popular soft drinks.

Further Reading

- Aaseng, Nathan. *The Fortunate Fortunes*. Minneapolis: Lerner Publications Company, 1989.

_____. *Midstream Changes: People Who Started Over and Made It Work*. Minneapolis: Lerner Publications Company, 1990.

_____. *The Problem Solvers*. Minneapolis: Lerner Publications Company, 1989.

_____. *The Rejects: People and Products That Outsmarted the Experts*. Minneapolis: Lerner Publications Company, 1989.

_____. *The Unsung Heroes*. Minneapolis: Lerner Publications Company, 1989.

Student reading. A series of books on businesses and how they began, fought

adversity, and became successful.

- Allen, Frederick. *Secret Formula: How Brilliant Marketing and Relentless Salesmanship Made Coca-Cola the Best-Known Product in the World*. New York: HarperBusiness, 1994.

History from the origins to the present.

- Frisch, Carlienne. *Advertising*. Vero Beach, FL: Rourke Enterprises, Inc., 1984.

Student reading. An informative, easy-to-read look at the advertising business.

- Greenberg, Keith Elliot. *Ben & Jerry: Ice Cream for Everyone!* Woodbridge, CT: Blackbirch Press, 1994.

Student reading. Story of a successful product.

- Storms, Laura. *Careers with an Advertising Agency*. Minneapolis: Lerner Publications Company, 1989.

Student reading. An easy-to-read explanation of the different career positions in an advertising agency.

For More Information

- The Ball Corporation
P.O. Box 2407
Muncie, IN 47307-0407
- The Coca-Cola Company
P.O. Drawer 1734
Atlanta, GA 30301
- The National Soft Drink Association
1101 16th Street, NW
Washington, D.C. 20036
- U.S. Department of Commerce
Patent and Trademark Office
Washington, D.C. 20231
- The Vigo County Historical Society
1411 South Sixth Street
Terre Haute, IN 47802-1191



Indiana Historical Bureau

140 North Senate Avenue ■ Room 408 ■ Indianapolis, Indiana ■ 46204-2296 ■ 317-232-2535 ■ TDD 317-232-7763

Vigo County Historical Society.



This 1915 photograph, taken in Terre Haute, shows wagons loaded with Coca-Cola bottles and barrels of syrup ready to be delivered to customers.

GLASS (W.V.)
T.H. GILLES
T.H. GILLES
4

Coca-Cola First Bottled Locally 60 Years Ago

EDITOR'S NOTE: This is the fifth of a series of articles to be published in the Sunday Tribune-Star to acquaint readers with industries in our area. The articles are prepared in co-operation with industry staffs and the Terre Haute Chamber of Commerce. A different industry will be featured each Sunday.

Coca-Cola in bottles was introduced in Terre Haute in 1904. At this date two local businessmen, Elmer Souder and Edgar Coffey, acquired the franchise to bottle and sell Coca-Cola within a radius of 24 miles of Terre Haute. The local business was then incorporated in 1906 at the present location, 924 Lafayette Ave. At this time, probably no more than one person other than Mr. Souder and Mr. Coffey was employed in the business.

A copy of the 1906 incorporation shows assets in the amount of \$10,200. This included such items as horses, wagons, harness and foot powered machinery.

In 1913 The Coca-Cola Company of Atlanta, Ga., requested that all bottle manufacturers submit designs for a bottle to be used for the packaging of Coca-Cola. In 1915 a design for a bottle made by The Root Glass Co. of Terre Haute was submitted for approval to the Coca-Cola Co. This design was accepted in 1916 and by 1918 was in use by every Coca-Cola bottling plant.

Recognized Opportunity

Chapman J. Root, the owner of The Root Glass Co. of Terre Haute, saw the opportunities in the Coca-Cola bottling business and started investing his efforts and capital in this business. This new business venture soon required all of his time and he dissolved The Root Glass Co. This same plant is now known as the American Can Co.-Glass Division located at 2300 S. 3rd St.

Mr. Root continued active in the Coca-Cola bottling business until his death in 1945. The Terre Haute industrialist had acquired interests in Coca-Cola bottling plants in New York state, New Jersey, Pennsylvania, Missouri, Illinois and Florida by this time.



CHAPMAN S. ROOT



MARION V. UNDERWOOD

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TERRE HAUTE, INDIANA

Community Affairs File

Chapman S. Root, the grandson of Chapman J. Root, took over the managerial duties of the business. The young Mr. Root has reorganized the company and inaugurated a policy of modernization of the physical plants, the purchase of the newest bottling machinery and a rule that only the most sanitary and wholesome of soft drinks in the world be produced in his plants.

Mr. Root's modern ideas and dedicated pursuit of "only the best" has led to expansion and diversification of products and package sizes in the Coca-Cola soft drink industry. This has gone to such extremes as the latest IBM office accounting equipment and the building and establishment of a bottle 'cap' or crown manufacturing plant in the city of Terre Haute. The

Sycamore Manufacturing Co., Inc., makes bottle caps for only his bottling plants and insures that they use "only the best."

Marion V. Underwood, general manager of the Terre Haute operation which includes a warehouse in both Sullivan and Rockville, and a branch in Paris, Ill., is carrying out Mr. Root's policy in those communities.

New Additions

The plant facilities at 924 Lafayette Ave. have been enlarged and remodeled in 1947 and in 1951 with the latest addition completed in 1963. Mr. Underwood is alert in the field of new ideas and machinery to enable the plant to process bottled Coca-Cola as near perfect as possible.

The Terre Haute Coca-Cola Bottling Co. now produces Coca-Cola in four package sizes; orange, grape, root beer and Bubble-Up in king size. The latest product, introduced last fall, was 'Tab' the sugar free soft drink of Coca-Cola quality and goodness of taste.

Quick, efficient operations of the local bottling plant are viewed each year by thousands of school children, members of women's clubs and other groups. On such a tour visitors first see case after case of empty bottles rolling down the conveyor into an uncasing machine. From here until the final operation, the bottles are directed, but not touched, by human hands.

The uncaser lifts the empty bottles from the cases, placing them on an endless belt which carries them into the bottle washer. The washer, a huge mechanism, big as a box car but nonetheless a precision instrument, comprises five compartments through which each bottle travels for separate cleaning operations, with a constant capacity for 250 cases of 24 bottles. As the sparkling bottles emerge from the giant washing machine, each perfectly cleansed and thoroughly sterilized, each one is inspected before it can be filled on an automatic inspection machine, which by the magic of photo-electric eyes assure the perfect cleanliness and quality of each bottle. If any imperfection is noted, such as a foreign object inside, the bottle is automatically rejected while its companions are carried on.

Process Explained

Next the bottles move to the filling machine where each one is filled with a mechanically-measured quantity of Coca-Cola syrup and carbonated water. Syrup is purchased in 55 gallon stainless-steel drums and blended with water which comes from the company's deep wells and goes through intricate processes in the water treatment room for removal of all impurities. The water and syrup are measured, mixed, cooled and carbonated all in a single operation, assuring the uniformity that is one of the greatest assets of the famous beverage.

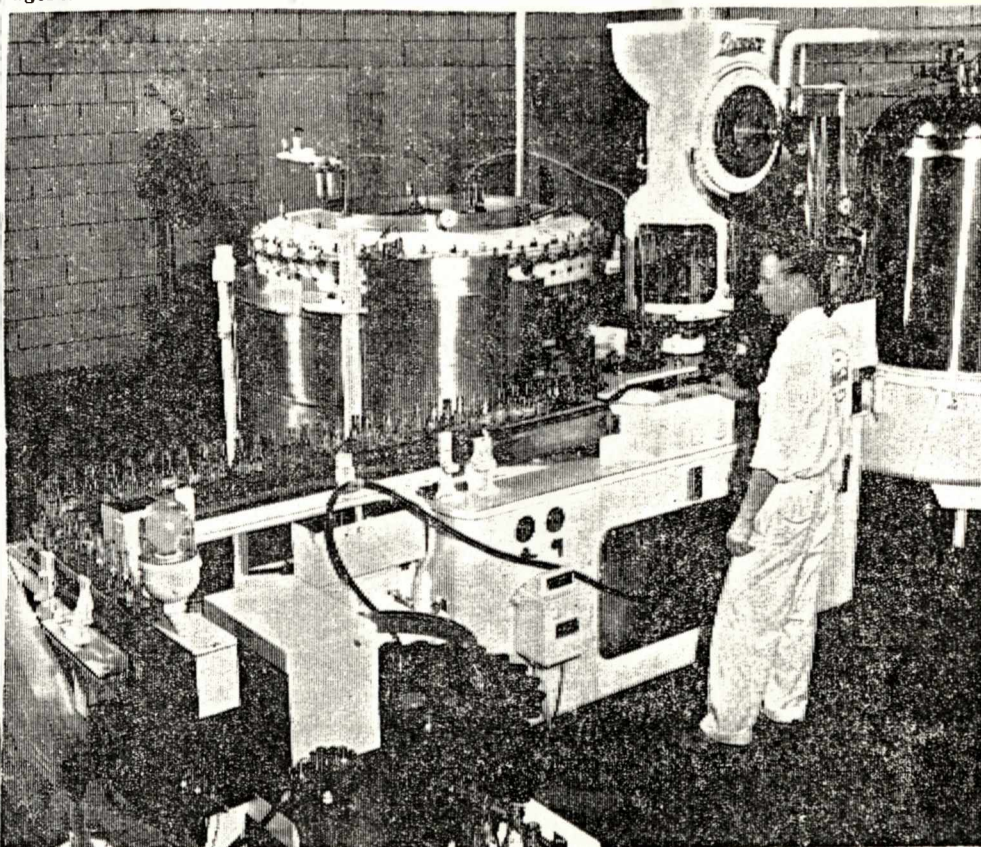
Almost instantly metal crowns are pressed on, locking in the flavor, protecting the carbonation and guarding the purity. Again the line moves on to the case packer which automatically replaces them in cases.

Filled cases are carried away on wooden pallets, 42 at a time, by fork lift trucks and are stored in the spacious stockroom or immediately placed on trucks for delivery. It is a policy of the plant to get the finished product to its customers within ten days after the syrup is made at the factory.

Mr. Underwood states that the average employee at the local plant has been with the company for 15 years. He points out an interesting fact that most of Mr. Root's top managerial posts in New York state and Florida are held by former Terre Hauteans.

The local operation has grown from 3 employees, and two or three horses and wagons in 1906 to the modern plant employing 76 people and a fleet of 46 cars and trucks serving a quarter million people within a 50 mile radius of Terre Haute.

Mr. Underwood, general manager, who heads the organization, has been with the firm since 1932. His supervisory staff includes Glyen Duffy, advertising manager; Raymond Dean, plant superintendent; Robert White, Robert Koerner and Rex Bryant, route managers.



SPOTLESSLY CLEAN bottling department at the Coca-Cola Bottling Co., 924 Lafayette Ave. The universally famous bottle was designed and first produced in Terre Haute.

Photo by Bruce.

Retired T.H. Glassblower Recalls First Coke Bottle

By CARL BENDER
Tribune Staff Writer

Every day millions of people the world over lift a bottle of Coca Cola to their lips, drain the contents and discard the bottle, without regard to its origin.

The origin of that bottle is no mystery to William Prescott of 515 N. 14th St. He made the first samples of that now world-famous glass container.

It was over half a century ago, about 1910 or 1911, he said, when the infant Coca Cola Bottling Co. sent bids to all glass manufacturing companies across the country to design a bottle for its concoction.

The Root Glass Co. of Terre Haute, which was owned by Chapman Root, submitted the winning design, which made Root a wealthy company within a matter of years.

Prescott, who was born 78 years ago this Easter (April 6, 1891) in St. Helen, England, emigrated with his family to the United States when he was two

years old, and settled here. Prescott was forced to get a job, with the Root firm, when he was 14 years old to support a family left fatherless by death.

Prescott learned to blow glass at the plant and became so proficient that he was selected to make the original two-ounce samples of the famous design.

Those samples, Prescott said, were snatched by a novelty company which turned them into cigarette lighters.

Since that time, the bulbous Coke bottle has become quite large: the 16-ounce container has met with popularity from all segments of the nation.

The bottle, which has been modified in its shape to accommodate vending machines, was manufactured by Prescott's hand and the hands of others for years until automation hit the scene.

Automation came just a little too late for Prescott.

While Chapman Root owned the firm, he allowed the glass blowers a few minutes every hour to leave the plant and cool off. The plant was extremely warm where the men plied their

trade, and Root saw the need to keep them fresh.

But when new management took over the plant, the rest periods were halted.

Without the opportunity to cool off every hour, Prescott's ears were unable to take the burden of air pressure on the inside from blowing glass and the heat on the outside.

He began losing his hearing about 37 years ago just before the plant was sold to Owens-Illinois Glass Co.

O-I shut the plant down after eight months of operation, and Prescott was out of a job.

With a hearing problem, he was unable to get steady work as a machinist when the depression swept the country.

He did get a job with Commercial Solvents Corp. later, and then worked with a furniture company before retirement 13 years ago.

By that time his hearing was completely gone.

But his eyes still glisten and a smile cuts across his face whenever that first Coca Cola bottle is mentioned.

3-23-69 T.H. GLASS (WV) COCA-COLA

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Neighbors

The Tribune-Star's

New 'Roto'

March 12, 1983
15 cents sold singly

Millionaire Root's roots deep in Terre Haute — home of the ubiquitous Coca-Cola bottle

Glass (T.H.) MAR 12 1983

By FRANCES E. HUGHES

Among those listed as "The Forbes Four Hundred," the richest people in America, in the Sept. 13, 1982, issue of Forbes magazine, was Chapman Shaw Root, a Terre Haute native.

The magazine stated, "Of necessity, the list is tentative rather than authoritative: a well-informed estimate, not an audited report."

The list started with about a dozen names of men whose worth is estimated at \$1 billion and up. Shipper Daniel Keith Ludwig, with estimated net worth above \$2 billion, topped the list.

Next were names of approximately 30 people whose worth was from \$500 million and up. David Rockefeller, who runs the family foundation, Rockefeller Center Inc., topped that category. His net worth was estimated at near \$1 billion.

Chapman Shaw Root's net worth was estimated at more than \$200 million in the next group of \$200 million and up. With close to \$500 million, Samuel Curtis Johnson of S.C. Johnson and Son Inc., (Johnson's Wax) topped the list.

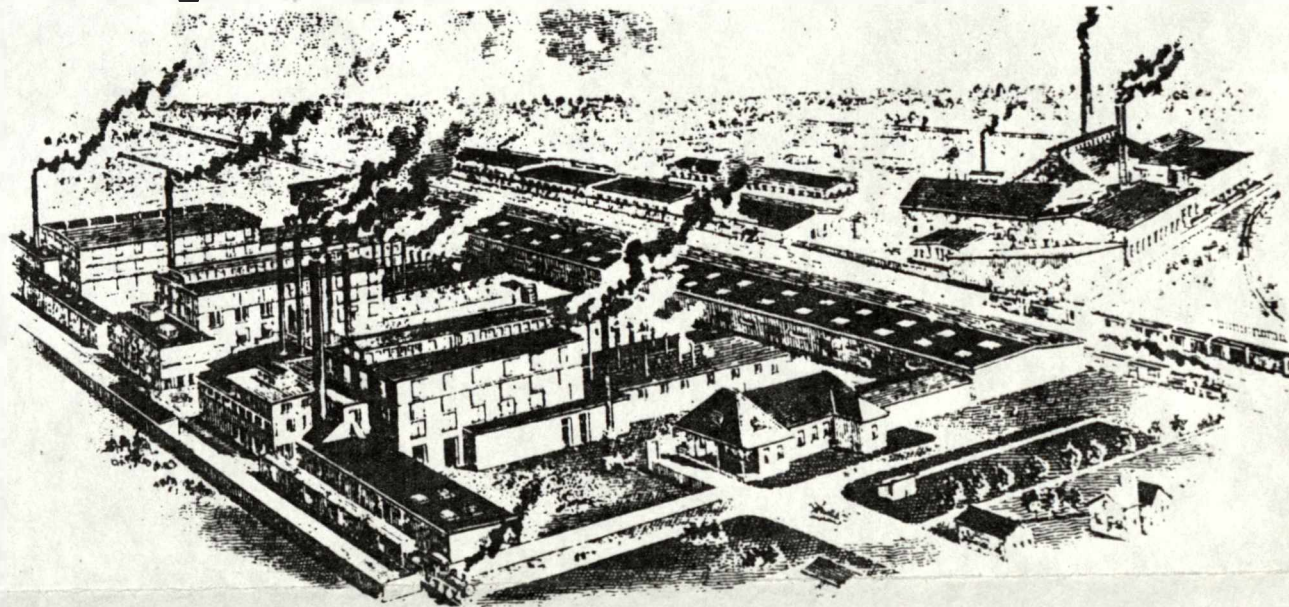
"Roots" of the Root fortune were laid in Terre Haute in 1901 when Chapman Root's grandfather, Chapman J. Root, started the Root Glass Co.

In 1905, he established a second plant for the sole production of glass fruit jars. Three years later, he sold the plant to the Ball Brothers Co. of Muncie.

When the Root Co. designed the bottle accepted for use by the Coca-Cola Co., to which the patent was assigned in 1915, Root's fortune started to skyrocket. This same bottle design — with modifications — is still used for Coca-Cola and is an emblem recognized throughout the world.

Considered the largest plant in the United States devoted exclusively to the manufacture of high-pressure glass containers at the time, the company grew by 1932 from 200 employees to 1,000.

In 1932, the company merged with the Owens-Illinois Glass Co. The Root Glass Co.'s charter was amended to make it an investment company, of which Root was president until his death at the age of 80 years in 1945.



ROOT GLASS COMPANY

TERRE HAUTE, INDIANA

Manufacturers of HIGH PRESSURE BOTTLES

Martin photo of a drawing circa 1935

At the time of his death, Chapman Jay Root was president of the Orlando Investment Co. of Orlando, Fla.; president of the Terre Haute and Jacksonville, Fla., Coca-Cola Bottling companies; a director of the Owens-Illinois Glass Co. of Toledo, Ohio; the First National Bank of Terre Haute; the Continental Gin Co. of New York; the Coca-Cola Co. and of the Coca-Cola Bottling companies of New York, Philadelphia, St. Louis, Kansas City and Wilmington, Del. He also had many other financial interests.

Chapman Jay Root was the son of Jay Chapman Root, assistant manager of the Delaware and Hudson Canal, and Mary Jane Wood Root. He was born Nov. 22, 1864, in Wayne County, Pa., and was educated in the public schools of Ravenna, Ohio.

When he was 22 years old, he was employed at the Goig Foundry in Ravenna. Two years later, he became an employee of the Ravenna Glass Chimney Co. After a year there, he was elevated to the position of company vice president and treasurer. After a

short while, he moved on to become manager of the Cream City Glass Co. of Milwaukee, and from 1899 to 1901, he was secretary of the North Baltimore Bottle Glass Co. He left there to come to Terre Haute to found his own company.

It was in the later years of his life that Root made his fortune and became nationally known as an industrialist.

Chapman J. Root was married July 12, 1891, to Ellen Agnes Ruffle of Ravenna. The couple had only one child, William R. Root, who was killed in an airplane accident south of Terre Haute on June 23, 1932.

William was married to Virginia Shaw of Marshall, Ill., and the couple had one child, the son, Chapman Shaw Root. Mrs. Virginia Root Sutherland now lives at LaGorce Island, Miami Beach, Fla., and spends most of her summers in Marshall, Ill., visiting frequently with Terre Haute friends.

Chapman Shaw Root was married May 1, 1948, to Susan Spear, daughter of Mr. and Mrs. M.F. Spear of Terre Haute. Both were graduates of Wiley

High School and attended Indiana State University.

When Chapman's grandfather died in 1945, he became the heir to what was reported to be a \$20 million estate. The money was left in trust until Chapman was 40 years old, then the trust became his absolute property.

Chapman was 23 years old when he was married. Now 57, he and his wife have five sons, Chapman J. II, William, Christopher, John and Preston, and one daughter Susan Root Graham; and six grandchildren. The Roots live at Ormond Beach, Fla.

While handling his estate, Chapman developed outside interests, including the racing-car scene, which he quit after a crash killed two of his drivers.

In May 1982, Coca-Cola agreed in principle to acquire Associated Coca-Cola from the Root Co. for \$417.5 million. The association was to be sold when Coca-Cola found another owner whose principal objective was to aggressively build the business and support and promote Coke products.

Root Buys Gold

Glass (T.H.)-Coca Cola Coke Bottle

Community Affairs - JAN 5, 1977
Remember back in the days when the deposit on a Coke bottle was two cents?

And about that time too, return of five empties was good for a full one.

In these days, the returnable bottle is slowly being driven from the shelves with cans and non-returnable bottles. Environmentalists and conservationists are pushing the use of returnable containers, which may result in increased deposits.

Recently, at a Sotheby Parke Bernet auction, a gold replica of a World War I Coke container brought spirited bidding, according to a story in the New York Times, and the successful bid was \$11,900. Quite a difference from the 2-cent or 5-cent deposit.

The successful bidder was Chapman J. Root of Daytona Beach, Fla., head of Associated Bottlers Inc., and grandson of C.J. Root who manufactured the first such bottles at the Root Glass Co. here.

The gold bottle was designed by Algernon Asprey, London jewelery firm, under commission from Beecham Foods, Britain's largest Coca-Cola bottler. The 22-carat replica, which is slightly different than today's bottle, was the award in a Beecham Foods contest, and was won by Ann Newman from Bromley, Kent, who promptly consigned it to Sotheby for auction.

If melted down, the gold in the bottle would be worth \$2000. The seller was guaranteed \$6,500 by Sotheby.

Three other bottlers were involved in the bidding, according to The Times story. Today's bottle is slightly slimmer than the model, which has larger bulges and a slimmer waist.

No bidder asked whether or not the bottle was returnable.

Community Affairs File

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Terre Haute Industrial Series No. 6 ---

Industries (TH) C



THE ULTRA MODERN PLANT of the Coca-Cola Bottling Company at 924 Lafayette avenue, where the popular soft drink is bottled for the company's 2,500 outlets in this area. Inset, left, is Chapman S. Root, president, and right, is Marion Underwood, plant manager.

Coca-Cola Bottling Company of Terre Haute Is Observing Its Golden Anniversary This Year

Tribune Star 8-1-54

EDITOR'S NOTE—The Tribune-Star presents the sixth in a series of articles on Terre Haute industries and their development. Today's story reviews the progress of the Terre Haute Coca-Cola Bottling Company and its part in "What Makes Terre Haute Great."

COCA-COLA in bottles came to Terre Haute in 1904 and stayed to celebrate its golden anniversary this year.

Year after year during a half

century of service to people in the Wabash Valley, millions of bottles of the popular drink have come off the production line at the Terre Haute Coca-Cola Bottling Company. The Lafayette avenue plant here is one of a chain that circles the globe providing a product that has brought enjoyment to all ages.

Probably no other on the market today is so familiar to consumers as the distinctively shaped bottle which has been Coca-Cola's trademark since 1916. It is instantly identified by 90 per cent of the

world's population by its shape alone, and the flowing script of the trade name itself is almost as quickly recognized though accompanying words on bottles, signs, and menus may be in tongues strange to its originators.

Bottled in more than 1,000 plants throughout the United States, "Coke" has become one of America's top ambassadors of good will through distribution from hundreds of other plants in seventy-eight foreign countries.

Coca-Cola first was produced and marketed in the year 1886 by

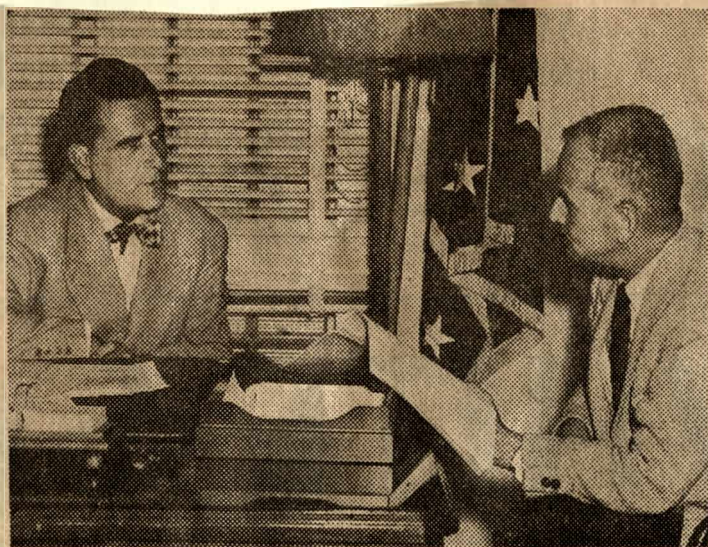
Dr. John S. Pemberton, an Atlanta, Ga., druggist. His good friend, E. M. Robinson, suggested the trade name for the drink and wrote out the words "Coca-Cola" in the script that was to become a priceless trademark and which remains essentially unchanged today.

In 1904 the franchise to bottle and sell the drink within a twenty-mile radius of Terre Haute was granted to two local businessmen, Elmer Souder and Edgar Coffey.

Continued On Page 12, Column 2.

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JOHN E. PEURIFOY, United States ambassador to Guatemala (left) being interviewed by **Don Bolt**, of Brazil, Ind. Puerifoy, who has served as a trouble shooter for the State Department in several troubled spots, is credited with a major part in bringing about the defeat of the Communists in the Central American republic.

COCA-COLA'S FIFTIETH YEAR

Continued From Page One.

The partners began operations immediately and the business was incorporated in 1906 at the site of its present location, 924 Lafayette avenue.

Their machinery was crude, travel was difficult, deliveries were limited to the distance the horse could travel. The plant owners were their own production crew, bottling a few cases at a time, using primitive foot-powered bottling machines.

But the firm prospered and expanded, and today is a substantial part of Terre Haute's industrial scene. C. J. Root, head of the Root Glass Company where the now famous "Coke" bottle was perfected, became associated with Coca-Cola in 1916. He was active in the business until his death in 1945 at which time his grandson, Chapman S. Root, assumed the managerial duties. Mr. Root today is president of the Terre Haute plant as well as a director of a number of other Coca-Cola Bottling plants.

Constant Changes.

The physical plant itself has been enlarged and remodeled numerous times during the years, the last major changes taking place in 1947, and in 1951 the latest type of bottling equipment was installed. Today some 150,000 bottles of Coca-Cola come off the bottling line in an 8-hour run—more than 300 a minute—ready for distribution to the 2,500 outlets in the territory.

Quick, efficient operations of the local bottling plant are viewed each year by thousands of school children, members of women's clubs and other groups.

On such a tour visitors first see case after case of empty bottles rolling down the conveyor into an uncasing machine. From here until the final operation, the bottles are directed, but not touched, by human hands.

The uncaser lifts the empty bottles from the cases, placing them on an endless belt which carries them into the bottle washer. The washer, a huge mechanism, big as a box car but nonetheless a precision instrument, comprises five compartments through which each bottle travels for separate cleaning operations, with a constant capacity for 250 cases of 24 bottles. As the sparkling bottles emerge from the giant washing machine, each perfectly cleansed and thoroughly sterilized, each one is inspected before it can be filled.

Next the bottles move to the filling machine where each one is filled with a mechanically-measured quantity of Coca-Cola syrup and carbonated water. Syrup is purchased in fifty-five-gallon stainless-steel drums and blended with water which comes from the company's deep wells and goes through intricate processes in the water treatment room for removal of all impurities. The water and syrup are measured, mixed, cooled and carbonated all in a single operation, assuring the uniformity that is one of the greatest assets of the famous beverage.

Almost instantly metal crowns are pressed on, locking in the

flavor, protecting the carbonation and guarding the purity. Again the line moves on, but before the bottles reach the case packer which automatically replaces them in cases, they pass through two automatic inspection machines which by the magic of photo-electric eyes assure the perfect quality of each bottle. If any imperfection is noted, such as a foreign object inside, the bottle is automatically rejected while its companions are carried on out to the warehouse.

All In Full View.

Filled cases are carried away on wooden pallets, 42 at a time, by fork lift trucks and are stored in the spacious stockroom or immediately placed on trucks for delivery. It is a policy of the plant to get the finished product to its customers within ten days after the syrup is made at the factory.

Adjacent to the bottling room whose gleaming equipment is visible to passers-by on Lafayette avenue are the air-conditioned offices of Coca-Cola and behind both these departments is the warehouse, garage, repair shop area for the 27 trucks that service the area.

There are more than 50 employees in the organization today headed by Marion Underwood, plant manager, who has been with the firm since 1932. His supervisory staff includes Glyen Duffy, advertising manager; Donald Dodd, sales manager; John Blouch, plant superintendent, and Rex Bryant and Robert Koerner, route supervisors.

According to Underwood, "the average length of service for salesmen in the soft drink industry is three years. Here at Coca-Cola the average stretches to 15 years and three men have been with the company for more than 30 years. Employees in the production part of the business have had considerable experience, too, as 50 per cent of them have a service record for 10 or more years."

Coke bottle's Root(s) in Terre Haute

SEP 14 1966

By David M. Buchanan
Special to The Tribune-Star

Few paid attention to the arrival of Chapman J. Root who came to Terre Haute from Milwaukee, Wisc., in 1899. At the age of 34 he knew well the craft of making glass containers and came to be the secretary of the North Baltimore Glass Company of Terre Haute.

Root had worked in various glass companies including one that manufactured glass chimneys for oil lamps. It only took him a year at the chimney company to become its vice-president and treasurer.

Chapman Root only worked at the North Baltimore plant one year before deciding to form his own glass manufacturing company. His new plant, the Root Bottling Company, was soon manufacturing high pressure bottles at its location at Third Street and Voorhees. Companies requiring bottles able to withstand high internal pressures included local and distant beer breweries and bottlers of the soda drinks that were becoming more and more popular with the American public.

In 1905 the Root Glass Company was doing so well it started a second plant at 15th Street, just south of Maple Avenue. This plant manufactured Root "Mason" Jars. An advertisement in 1907 stated the "Machine-made Root-Mason Jars are manufactured under the terms of the old, original Mason's patent. Nothing new except they are made stronger and better than ever made before."

The advertisement must have been at least partially true because the Root Glass Company plant for manufacturing Mason Jars did so well that the Ball Brothers of Muncie, expressed an interest in purchasing it. The plant was sold to the Ball Brothers who dismantled it and moved it to the East coast.

The original Root Glass Company plant

continued manufacturing high pressure bottles. Included was the straight-sided bottle then used by the bottlers of Coca-Cola.

In June of 1915 the Coca-Cola Company of Atlanta, Ga., announced its famous contest to design and produce a bottle that would be uniquely identified with Coca-Cola. The Root Glass Company was offered the opportunity to compete. Chapman J. Root put his design team to the task. The proto-type was made and submitted. The Coca-Cola judges approved the Root design and the image now known world-wide began.

The Coke bottle was not the only bottle produced at the plant. The city had several large breweries, like the Terre Haute Brewing Company, who shipped products nationally. Many of the bottles shipped to taverns and bars across the nation were manufactured at the Root Glass Company.

Smaller concerns like James Hunter's of Brazil and the American Brewing Company of Pekin, Ill., also had their bottles manufactured there, as were bottles made to hold the famous and popular Pluto Spring Water from French Lick.

Many of these bottles had the name of the company or fanciful designs raised in the glass. A number of bottle collectors now look for the Root Glass Company name.

All of the bottles manufactured by the Root Glass Company had the Root name located somewhere near the bottom of the bottle. At times it was simply placed on the bottom and at other times it was at the very bottom edge.

The bottles also were made in different colors. Brown was the predominate color for beer bottles, followed by clear glass. The original Coke bottle was a light green in color, caused, supposedly, by the minerals found in the silica sand used by the Root Glass Company.

At first, before the bottles were made of clear glass, the other manufacturers of the bottles had to add additives to match the color.

Chapman J. Root's design team handed the Root Company a true winner in the packaging world. Root took that success further. By 1932 the Root Glass Company was the largest glass plant in the United States manufacturing high pressure glass containers.

The company was then merged with the Owens-Illinois Glass Company of Toledo, Ohio. The Root Glass Company's charter was amended to make it an investment company and the company soon held Coca-Cola Bottling concerns as far away as New York, Philadelphia and Kansas City.

Root married Ellen A. Ruffle on July 12, 1891. They had one son, William, who was killed in an airplane accident near Farmersburg. He and a local aviator, Paul Cox, were returning from Owensboro, Ky. William left a wife, Virginia Shaw Root, and one son, Chapman S. Root.

Chapman J. Root continued to manage the business until his death in 1945. Then his grandson, Chapman S., took the managerial duties. His policy for the bottling plants was "only the best." He completely reorganized the company and modernized the physical plants, ordering that only the most sanitary and wholesome of soft drinks in the world be produced in his plants.

The original glass manufacturing plant, acquired by the Owens-Illinois Glass Company, continued to manufacture high pressure glass containers. The company then became the American-Wheaton Glass Corporation. This, in turn, was sold to the American Can Company, then to Midland Glass Company and, finally, it became Anchor Glass. The plant that saw the beginning of the modern Coca-Cola bottle and which produced millions of other types of bottles finally closed in 1984.

The Root family and its famous investment company moved to Florida in the early 1950s, but Chapman S. Root has kept close ties with Terre Haute. One of his sons, Christopher, and his family remain in Terre Haute.

Vigo County Public Library

Community Affairs File

REFERENCE
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Coca-Cola®

TRADE-MARK

ITS ONE
HUNDREDTH
YEAR...



**Chapman Jay Root and the "Coke"
Bottle designed and produced by
the Root Glass Company,
Terre Haute, Indiana**

Coca-Cola, Coke and the contour bottle are registered
trademarks of the Coca-Cola Company and are used by
permission.

Glass (T.H.)
Coca-Cola Design
In State Inadequacy
Caused Expansion

by STEVEN M. SCALES

Founded in 1901 by Chapman J. Root, the Root Bottle Company of Terre Haute, Ind., expanded from an organization employing approximately 200 men and serving a local area into the largest plant in the United States, devoted exclusively to the manufacture of bottles almost solely on the production of one design—the world famous Coca-Cola bottle.

In 1913 the Coca-Cola company, which had been using common straight line embossed bottles for the packaging of their increasingly popular beverage, staged an invitational, nation-wide sweepstakes among glass manufacturers to select a distinctive design for Coca-Cola. Among the more than 30 companies contacted was the infant Root Bottling Company, which had won industry respect in the manufacturing of bottles that were required to withstand high internal pressures — a problem which plagued many early bottlers.

Root selected a committee of his most trusted and talented employees to design what would hopefully be the prize-winning bottle.

Alexander Samuelson, the plant superintendent, was placed in charge of this committee and under his direction the committee suggested a revolutionary design—one which was pod-shaped. The original design, tapered at the ends and bulging in the middle with embossed parallel grooves running the length of the bottle, was formally and properly sketched and turned over to the mold designer. A limit-

ed run of these bottles was produced for final inspection. Everyone was elated until one flaw which no one had foreseen was discovered—the large center bulge in the bottle made it impossible to fill by means of the existing bottling equipment.

The Root Company was convinced that they were on the right track and that this design would prove successful. The committee agreed to modify the center bulge to conform to standard bottling machines and submitted its design to

the Coca-Cola Company's judging committee for consideration.

In 1916 Coca-Cola announced that the winning design was selected for originality, exclusiveness of design, ease of handling, production cost and potential consumer recognition—a design which would easily fit into the hand and would have a distinctive feel, unlike that of any other bottle then in existence. The winning entry was that which the Root Bottling Company had submitted.

Upon release for public use the

bottle soon earned the public's recognition in addition to the nicknames "hobble skirt bottle" and "Mae West bottle" and remained virtually unchanged to this day.

The Root Company held the patent rights to this design, first through Alexander Samuelson, then by a successor patent issued to the Company directly—and received a five cents per gross royalty for the production of this vessel.

The Root Company formally left the bottle producing industry when it merged its physical property

with the Owens-Illinois Glass Company and amended its charters to make itself an investment company with Chapman J. Root serving as president until 1945.

During its history the Root Company produced bottles for countless companies — The Terre Haute Brewing Company, the Home Brewing Company, and Nu-Grape, but none of its designs or creations had a fraction of the impact on the consuming market and the glass industry as the Coca-Cola design.

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TERRE HAUTE, INDIANA

Glass
(T.H.)
Community Affairs File

World-Renowned Coca-Cola Bottle ✓ Designed, First Made in Terre Haute

T. H. GLASS (W. V.) - COCA-COLA

Star Aug 31-1961

What product originally designed in Terre Haute can be recognized through shape alone by an estimated 90 per cent of the world's population?

That is the claim the Coca-Cola Company makes for its world-renowned bottle. The success story of Coke and the bottle which carried it to the ends of the earth is recounted in the seventy-fifth anniversary edition of The Refresher Magazine.

Coke first went on sale at Atlanta, Ga., in 1886 when Dr. John S. Pemberton, a pharmacist at Jacobs Pharmacy, created the formula for the syrup and put it on sale at five cents per glass.

"IN THE EARLY days," the magazine recalls, "Coke was sold only by the glass in soda fountains. Distribution under such circumstances was necessarily limited. The bottle made it possible to put the product within reach of a thirsty humanity."

Twenty-nine years later, after Dr. Pemberton's commercial venture had failed and his assets had been purchased by Atlanta business man Asa G. Candler for \$2,300, the bottle which was to bring Coke to the lips of thirsty billions was originated here in Terre Haute.

The designer was Alex Samuelson, an employe of the Root Glass Company at the present site of the American-Wheaton Glass Corporation at 2300 South Third Street. The Root Company

first manufactured the now famous glass package.

+ + +

LEGEND PERSISTS that the characteristic green tint of the bottle was a result of chemical ingredients in the sand at the Root pit below Third and Voorhees streets. Chemical additive reportedly had to be used in the manufacture of bottles at other sites to preserve the eye-catching color.

Today the Coke bottle has become the world's biggest glass package, keeping five independent bottle manufacturers busy supplying the demand. The Coca-Cola Company owns neither the bottle nor crown since, as the magazine says:

"It prefers not to do so under the business philosophy that the business can best profit when it best serves; and that it best serves in stimulating and supporting allied industries, all of which share in the overall profitability of the joint enterprise."

+ + +

FAMED INDUSTRIAL designer Raymond Loewy has called the symmetrical Coke bottle "the most perfectly designed package in use today." It is so unique in its design and shape that it has been granted registration as a trade mark by the United States Patent Office. In the history of the office, only one other package has enjoyed such a distinction.

With the Terre Haute-designed bottle, Coca-Cola has broadened its vistas and is now manufactured by 1,100 bottling plants in this country and 670 in 110 foreign nations.

The company which Asa Candler bought for \$2,300 sold 25 years later for \$25 million. Monthly sales today surpass the combined sales of the first 25 years.

Today Coca-Cola has become a universal drink, as six million drinks pass thirsty lips daily. And everywhere that Coke goes, the monument in glass to the creative talents of a Terre Haute designer goes with it.

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TERRE HAUTE, INDIANA

Glass (wv)

COMPANY GIVEN

'COKE' BOTTLE/ DESIGNED IN TH

NEWARK, Ohio (Special) —

A son of the inventor of the hobble-skirted bottle for Coca-Cola has presented the original bottle to the soft drink firm.

William Samuelson presented the 52-year-old bottle to Charles W. Adams, senior vice president of the Coca-Cola Company in ceremonies last week at Newark. The bottle will be displayed at the Atlanta headquarters of the firm.

The distinctive bottle was designed and patented in 1915 by the late Alex Samuelson, then superintendent of the Root Glass Company of Terre Haute.

It featured a pronounced center bulge, which later was refined to meet production requirements and resulted in the classic package of today.

Root Acquires

Citrus Firms

Chapman S. Root, chairman of the Board of Associated Coca-Cola Bottling Co., Inc., Daytona Beach, Fla., announced that Associated has purchased all of the outstanding stock of Doric Foods Corporation, Umatilla, Fla., and Tip Top Delights, Inc., of Utica, N. Y. Both companies were headed by Howard G. Dick, of Umatilla, Fla.

Doric Foods produces and markets chilled orange and grapefruit juices, and other related fruit drinks, in plastic containers through chain food stores in Florida and in major markets in the eastern half of the United States. The company also manufactures its own plastic bottle requirements at its Umatilla plant.

Tip Top Delights, Inc. markets a complete line of frozen concentrate fruit juices under the trademark "Tip Top". At the present time its products are marketed on a regional basis through food stores.

Dick, who will join Associated Coca-Cola as vice president, is a 20-year veteran in the citrus industry and one of the pioneers of frozen citrus concentrate. He will continue to manage both companies for Associated.

Associated is one of the largest independent bottlers of Coca-Cola in the United States, with 23 producing plants and 23 sales warehouses located in seven states, the Island of Jamaica (B. W. I.), and the Virgin Island.

RY SALE!

versary

Bargains

ing our full capac-
inants only on one
we sell everything
s and ends and rem
RLY.

of goods Today.

early buyer gets

as cheap anywhere
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Underwear

Ribbed Vests, taped
s, sizes 3 to 9—
.....25c

ty of figures the above
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ery cheap at 25c for 3.

ersey Ribbed Union
ched edge, also silk
d arm; value 60c—
.....39c

Hosiery

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s Hose, fast black,
and toe—
.....25c

Neckwear

er Collars, that were
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and Lace, with Gilt
nd Taffeta Neckwear;
38c—
.....15c

tions

Safety Pins, worth
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arter Lengths, enough

THE C. L. U. MEETING

Resolutions Adopted Endorsing
Action of Printers

DONATION TO FACTORY FUND

Committee Appointed to Take Up
the Recognition of the
Union Label

The Central Labor Union meeting last
night was well attended and a large
amount of business was transacted.

The reports from the different labor or-
ganizations were heard and several reso-
lutions passed, perhaps the most impor-
tant one being the resolution which means
simply a renewal of the fight by the or-
ganized labor bodies against the Gazette.

The resolution against the Gazette is as
follows and is in the nature of a denial
of the statements made to the committee
which called recently on the company:

Whereas, The Terre Haute Gazette has
for many years been an enemy of organ-
ized labor in refusing to pay the adopted
scale of wages of the Typographical Union
and for many years insisted upon its em-
ployees signing a contract not to become
members of the union; and

Whereas, Repeated efforts by this body
to settle the dispute have been met with
refusal to recognize the union or to pay
the union scale of wages; and

Whereas, Typographical Union No. 76 is
willing at any time to make a settlement
of the grievance on an honorable and just
basis; therefore, be it

Resolved, That the Central Labor Union
of Vigo county indorses the action of
Typographical Union No. 76 in its efforts
to bring the Gazette into the union fold,
and pledges its support to the printers.

Resolved, That we call upon all who de-
sire the friendship and support of organ-
ized labor to show their appreciation by
acts and withdraw their patronage, in
whatever form, from the Gazette until it
becomes a union institution.

The following new delegates were ad-
mitted to membership in the central body:
John McCarthy of the Electrical Workers,
Marshall Boyes of the Plumbers, Alva
Smith, Thomas Leonard and Ed Ball of
the Lathers, J. C. Coyle and D. D. Mor-
gan of the Powder Workers at Fontanel.

It was reported at last night's meeting
that the union of the bakers was no long-
er organized. It also developed that when
the bakers had their trouble recently
they were unorganized and consequently
the Central Labor Union body could not
help them in their grievances.

The Plumbers are still on a strike and
no immediate settlement seems to be in
sight between the employees and employ-
ers.

The Electrical Workers' scale, which
was presented to the employers, has been
signed with the exception of the Terre
Haute Electrical Company. A grievance
committee has been appointed and will
wait on the company. It was also report-
ed that the Brazil stationery firemen are
having trouble.

The powder workers have had their
scale signed and have gained shorter hours
and increased pay. The bottling house
employees have gained in their demands
for shorter hours and advanced wages.

NEW GLASS WORKS

Plans Drawn For the Big
Buildings

FIRES STARTED BY SEPTEMBER

Will Make Green, Amber, Beer and
Soda Bottles and Employ
150 Men

Articles of incorporation for the Root
Glass company, of Terre Haute, have
been filed with the auditor of state.
The company is capitalized at \$50 000
and the directors are C. J. Root, Craw-
ford Fairbanks, D. P. Irwin and Albert
Lieber.

The new company will build its plant
on a ten acre factory site to be selected
within a few days. Vrydaugh Bros.
Terre Haute architects have drawn
plans for the buildings, and the Christy
Fire Clay company of St. Louis has
prepared plans for a nine ring tank.
The company will make green and am-
ber beer and soda bottles and will em-
ploy 150 people to start with. It is ex-
pected the capacity will be at least
doubled within a short time. Fires
probably will be started September 1.

C. J. Root is a practical glass manu-
facturer having had many years ex-
perience in the business. He was an
officer and stockholder of the North
Baltimore Bottle Glass company eleven
years, but sold his stock several
months ago to Crawford Fairbanks, and
resigned his position. The fact that
Mr. Root after coming to Terre Haute
from the gas-belt with the North Bal-
timore company has decided to locate
another factory here, shows that this
city has superior advantages for manu-
facturers generally and especially for
glass factories. He considered many
cities both in the gas-belt and sur-
rounding coal fields but none was equal
to Terre Haute for manufacturing pur-
poses.

The Root Glass factory is the
eleventh manufacturing industry se-
cured by the Commercial club for Terre
Haute. Four of the plants are glass
factories, three of which make beer and
soda bottles so that this city will be
one of the largest beer and soda bottle
centers in the United States.

NIGHT LUNCHEON

All Right if of the Right Kind
of Food

The difference brought about by the
use of well selected food, as compared
with ordinary food, is well shown in
the experience of a girl attending high
school and boarding herself.

She says: "My 'housekeeping' com-

A QUAKER MEETING

Disturbed in Linton Township
By Boys

TWO ARRESTED YESTERDAY

Ed Brown Assaulted His Wife and
Was Fined Yesterday
Morning

Two young men of Linton township,
Walter Gobel, Jonathan Frags, were ar-
rested yesterday and brought to the
city on a charge of disturbing a reli-
gious meeting at the Quaker church in
Linton township, last Sunday.

The charge is made by William F.
Moore, one of the members of the
church, who claims that the boys have
been creating disturbances at the
church every Sunday for months and
that every effort has been made to
make them respect the services, but that
they have failed to take any notice of
the warning. Last Sunday, Mr. Moore
claims, the boys came into the church
and all during the services laughed and
talked out loud and made so much
noise that the services could not be
held. Gobel plead guilty and paid his
fine. Frays will be tried by Justice
Newberger at 10 o'clock this morning.

A Family Quarrel

Daniel Watts, of Ebrinandle was
fined in Justice Newberger's court yes-
terday morning for assault and battery
on John Halbert, his half brother.
Watts pleaded guilty to the charge and
paid the fine. The assault was the re-
sult of a family quarrel.

Assaulted His Wife

Ed Brown of the Turf saloon near
the Fair grounds was fined in Justice
Brown's court, yesterday morning for
assaulting his wife. It is claimed that
Mrs. Brown became jealous of some
other woman and when she charged
her husband with neglecting her for
the other he assaulted her.

Jasper Wilson Settles

Jasper Wilson has compromised the
claims of his two attorneys and there
will be no more suits filed against him.

HAD HIS LEG TAKEN OFF

Vinton Sample of This City Met
With an Accident at Indi-
anapolis Wednesday

Vinton Sample, of Terre Haute, a
brakeman, fell beneath a moving train
in the Vandalla yards yesterday morn-
ing and had his foot crushed so badly
that it had to be amputated Wednes-

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Glass (wv)

'Short' Coke back for holidays

Is NOV 13 1988

ATLANTA (AP) — The Coca-Cola Co., hoping to catch lightning in a bottle, is selling short Cokes in vintage, 6½-ounce glass bottles for the holidays, 51 years after its fancy "Christmas bottles" last appeared on store shelves.

The bottle, patented on Dec. 25, 1923, will be sold in six-pack carriers that are replicas of ones used in 1957 which carried the slogan "Sign of Good Taste." The carriers will be in a corrugated case similar to wooden crates first used in the 1930s.

Inside will be Coke Classic, the soft drink's traditional formula, not the revamped version the company introduced in 1985.

"The 6½-ounce bottle is always identified with Coke," said Georgia Camp, a spokeswoman for Coca-Cola USA.

The packages will be available only in limited areas — Atlanta, New York state and parts of the Midwest — but if successful, may return next year to a wider audience, she said.

The bottles are heavier than today's 6½-ounce bottle, which itself is available in only about 65 percent of the country. In addition, the markings on the familiar greenish, hour-glass-shaped bottle are raised and unpainted, unlike today's versions which are flat and white.

There are differences between the reproduction and the original.

"The glass is not as thick a glass," said Coke's official historian, Phil Mooney. "It was simply produced as a unique holiday feature, a throwback to the good old days."

Neither is the modern version returnable.

Some of the original bottles remain in circulation, Mooney said, and are worth about \$5 each on the Coke memorabilia market.

"I get one out of the machine every now and then here in the building," he said.

The "Christmas bottle" is an accident of bureaucratic routine, Mooney said.

In the 1920s, the U.S. Patent Office issued patents on Tuesday and "it just so happened that in 1923 the Tuesday fell on Christmas Day," Mooney said.

As a result, all the bottles 1923 to 1937 — the life of the patent — carried a line saying "Bottle Pat. Dec. 25, 1923."

In 1937, Coke acquired the patent from the manufacturer, Root Glass Co. of Terre Haute, Ind. Because the design was changed just enough to justify a new patent, the Christmas Day line was lost, Mooney said.

The so-called "short Coke" is the favorite of many purists, who swear it tastes different from the beverage in other containers. The company insists that is not true.

Mooney said he believes the reason for that feeling is that the 6½-ounce size is "almost perfect" for one serving.

The "Christmas Cokes" will be available later this month in such cities as Atlanta, Evansville, Peoria and Springfield, Ill.; Louisville, Lexington and Paducah, Ky.; Duluth and Minneapolis-St. Paul, Minn.; Dayton Ohio; Eau Claire, Wisc.; Newark and Trenton, N.J.; Hartford, Conn.; Springfield, Mass.; New York, Albany and Syracuse, N.Y.

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IN PERSON OR TELEPHONE REQUEST

Please return

Date 12-14-70

Staff member taking request B. Ross

Subject:

History of the Root Glass Co. Wants years of service in Terre Haute, info about the Coca Cola bottle, also during what years did Root make bottles sold to brewing companies in Indianapolis.

For research paper

Name Hallam

Address Bloomington

Zip code

Phone Called long distance, will caontact us later

When material needed 3:00 p.m. Dec 14

Root Glass Co. organized in Terre Haute in 1901 by Chapman J. Root. Mr. Root was the president. The original Terre Haute plant made bottles exclusively, (also other glass containers that were required to withstand high internal pressure. In 1905, the Root Glass Co. purchased, rebuilt and re-equipped a second glass plant in Terre Haute, where production was confined entirely to the manufacture of fruit jars, but this plant was sold in 1908 to Ball Brothers of Muncie, Ind. In 1915 the Root company designed a bottle which was accepted for use by the Coca-Cola Co., to which the patent was assigned. In 1932, when the Root Glass Co., had grown from an organization employing approximately 200 men into the largest plant in the U.S. devoted exclusively to the manufacture of high pressure glass containers and with a personnel of 1000, the physical assets of the company were merged with the Owens-Illinois Glass Co. At that time the Root Glass Co. company's charter was amended to make it an investment company, of which Root was president until the close of his life in 1945. Mr. Root saw the opportunities in the Coca-Cola bottling business and started investing his efforts and capital in this business. He dissolved the Root Glass Co. This same plant is now owned by the American Can Co. - Glass Division located at 2300 S. 3rd St. Mr. Root continued active in the Coca-Cola bottling business until his death in 1945.

Chapman S. Root, the grandson of C. J. Root, took over the managerial duties of the business. He reorganized the company and

inaugurated a policy of modernization of the physical plants the purchase of the newest bottling machinery, etc.

Marion V. Underwood is the genral manager of the Terre Haute plant, which includes a warehouse in both Sullivan and Rockville, and a branch in Paris, Ill. The plant facilities are at 924 Lafayette Ave, and have been enlarged and remodeled in 1947 and again in 1951 and in 1963.

The Terre Haute Coca-Cola Bottling Co. now produces Coca-Cola in 4 sizes: orange, grape, root beer and Bubble-Up in king size. The lates product eass "Tab" introduced in 1963. (sugar free)

The Coca-Cola bottle was designed by ~~William Prescott~~ ^{Alexander Samuelson of Terre Haute}, and submitted for approval to the Coca-Cola Co. in 1915. It was selected as the winning design in 1916, and by 1918 was in use by every Coca-Cola bottling plant.

The bottle was made at 2300 So. 3d St., the present site of the American-Wheaton Glass Corporation. (1961) ~~The plant at 924 Lafayette Ave.,~~ In 1964 the same plant is the American Can Co.-Glass Division. The plant at 924 Lafayette Ave., was the place where Coca-Cola was originally bottled. The franchise was held by Elmer Souder and Edgar Coffey to bottle and sell Coca-Cola within a radius of ~~Terre~~ 24 miles of Terre Haute. In 1906 the incorporation showed assets of \$10,200. This plant is now the ~~Terre-Haute-~~ Coca-Cola Bottling Company.(1970)

A
Edgar Coffey - pres of Coca Cola Bottling
Co. Lafayette Ave 1906 - 1916

Elmer E. Souder - sec

11-19-77

Dear Mrs Merrill

In reply to your letter of November 15th
on the Root & Stoner family.

Please send me the xerox copies. I
believe you said 8 pages on the Root House
Co.

The Stoner family. The DAR application
the page of the Family Bible and the
obit clippings of the Stoner & St John families.

I am enclosing \$2.25 to cover cost of printing
& postage if this does not cover please advise.
if it is over just add to your fund for
the trouble.

Sincerely
Maribel K. Faatz
8 Bon Vue Dr
Hazelwood Mo 63042

Dear Miss Faatz:

November 23, 1977

Enclosed please find the copies of materials you
requested.

Sincerely,

Elizabeth R. Merrill
Local History Division

Glass (WV) Coca-Cola bottle

This circa 1955 photo, courtesy of the Vigo Co. Historical Society and Ron Halacston, shows the south side of Mabash Ave. between 8th and 9th Sts. before the disastrous fire that destroyed the Jensen Appliance Store and TV tower. The photo also shows the spectacular Coca-Cola sign on the roof of Rust Bros.

Special Collections

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Glass (T.H.)

Viigo County Public Library
Community Affairs File

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Machine-made ROOT-MASON JARS

are manufactured under the terms of the old, original Mason's Patent.

Nothing new except they are made stronger and better than ever made before.

They are made of glass with a thick, tough skin, annealed to the greatest possible strength.

Tell your wife about them, so she will know the strongest Mason Jar made. After she has used them, she will accept no other Mason Jar.



ROOT GLASS COMPANY, Terre Haute, Ind.

C. 1907

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Armsby's Code.

ROOT GLASS COMPANY,

TERRE HAUTE, INDIANA.

October 22, 1909.

File 130-B.

Gill Clay Pot Co.,

Muncie, Ind.

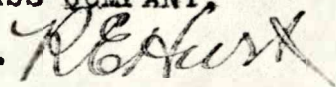
Gentlemen:-

Immediately replying to yours of the 20th inst. beg to advise that we are in urgent need of the two barrels of mending clay. We will, therefore, thank you to make prompt shipment of same, invoicing to us at your very lowest price. If \$14.00 per ton is your lowest price it will be satisfactory, but please rush the order.

Very truly yours,

ROOT GLASS COMPANY,

per



REH-E.



MACHINE-MADE JAR PLANT,
177th STREET & MAPLE AVENUE

MANUFACTURERS OF
HIGH PRESSURE
BOTTLES.

BOTTLE PLANT,
THIRD & VORHEES STREET

Armsby's Code

ROOT GLASS COMPANY,

MANUFACTURERS OF
HIGH PRESSURE
BOTTLES.

BOTTLE PLANT,
THIRD & VORHEES STREET

TERRE HAUTE, INDIANA.



MACHINE-MADE JAR PLANT,
17TH STREET & MAPLE AVENUE

November 26, 1909.

File #220-B.

Ball Bros. Glass Mfg. Co.,
Muncie, Ind.

Gentlemen:

In compliance with your request in reference to the Insurance Policies, can advise that the matter was taken up with our insurance agent here yesterday, the 25th, and he arranged to give information to those with whom he had placed part of the Insurance outside of his office, to the effect that there was a contemplated change in name of insured, which would place the conditions so that you would be safe for a few days without regular procedure with the policies.

We are enclosing herewith railroad plat of the plant in question, and after you have taken copy of same will appreciate it if you can return it to us, because it is the only one we have in our records.

Beg to remain,

Very truly yours,

ROOT GLASS COMPANY,

Pres.

CJR-D.

Enc.

August 20, 1973
108 Orchard Lane
Greenwood, Indiana
46142

Elizabeth R. Merrill
Local History Division
Vigo County Library
222 N. 7th. Street
Terre Haute, Indiana 47801

Dear Ms. Merrill,

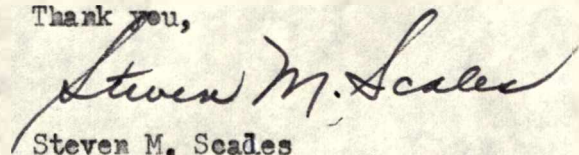
I am a bottle collector and I am continually amazed at the number of various bottles produced by the Root Bottle or Glass Company of Terre Haute.

As you can tell I am not sure of the exact company name and I do know the name Root fits. It was this company which designed the world famous Coca-Cola bottle in addition to hundreds of lesser known designs.

I would appreciate any information you may be able to forward to me concerning the company, its history and its officers.

I understand the company is no longer in production and I would appreciate knowing when it ceased operations.

Thank you,


Steven M. Seades

SMS/
cbs

REFERENCE
DO NOT CIRCULATE

Vigo County Public Library



September 18, 1973

Steven M. Scales
108 Orchard Lane
Greenwood, Indiana
46142

Dear Mr. Scales:

Below is a short history of the Root Glass Company, as you requested. Most of it came from the Dictionary of American Biography, and some from our files of newspaper clippings on the glass industry in Terre Haute.

Root Glass Company was organized in Terre Haute in 1901 by Chapman J. Root. Mr. Root was the president. The original Terre Haute plant made bottles ~~exclusively~~, also other glass containers that were required to withstand high internal pressure. In 1905, the Root Glass Company purchased, rebuilt and re-equipped a second glass plant in Terre Haute, where production was confined entirely to the manufacture of fruit jars, but this plant was sold in 1908 to Ball Brothers of Muncie, Ind. In 1915, the Root Company designed a bottle which was accepted for use by Coca-Cola Co., to which the patent was assigned. In 1932, when the Root Glass Co. had grown from an organization employing approximately 200 men into the largest plant in the U. S. devoted exclusively to the manufacture of high pressure glass containers and with a personnel of 1000, the physical assets of the company were merged with the Owens-Illinois Glass Co. At that time, the Root Glass Co.'s charter was amended to make it an investment company, of which Root was president until the close of his life in 1945. Mr. Root saw the opportunities in the Coca-Cola bottling business and started investing his efforts and capital in this business. He dissolved the Root Glass Company. This same plant is now owned by the American Can Company - Glass Division, located at 2300 S. 3rd St. Mr. Root continued active in the Coca-Cola bottling business until his death in 1945.

Chapman S. Root, the grandson of C. J. Root, took over the managerial duties of the business. He reorganized the company and inaugurated a policy of modernization of the physical plants, the purchase of the newest bottling machinery, etc.

Marion V. Underwood is the general manager of the Terre Haute Plant, which includes a warehouse in both Sullivan and Rockville, and a branch in Paris, Ill. The plant facilities are at 924 Lafayette Ave., and have been enlarged and remodeled in 1947, and again in 1951 and 1963.



The Coca-Cola bottle was designed by Alexander Samuelson of Terre Haute, and submitted for approval to the Coca-Cola Company in 1915. It was selected as the winning design in 1916, and by 1918 was in use by every Coca-Cola bottling plant.

The bottle was made at 2300 So. 3rd St., the site of the American-Wheaton Glass Corporation. (1961) In 1964 the same plant is the American Can Co.- Glass Division. The plant at 924 Lafayette Ave., was the place where Coca-Cola was originally bottled. The franchise was held by Elmer Souder and Edgar Coffey to bottle and sell Coca-Cola within a radius of 24 miles of Terre Haute. In 1906, the incorporation showed assets of \$10,200. This plant is now the Terre Haute Coca-Cola Bottling Company. (1975)

Sorry to have been so slow in getting this information to you, but I have been on vacation.

Sincerely,

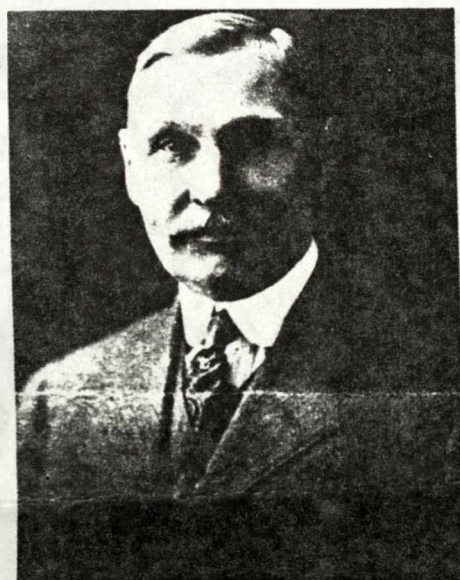
Elizabeth R. Merrill
Local History Division.

A Terre Haute Company Designed Shape Of Cokes To Come--And The Heat Helped

The Hoosier Bottle Known Around The World



Chapman J. Root—His firm made the bottle that launched a thousand sips. He died in 1945.



Alexander Samuelson—He commanded the men charged with creating a distinctive soft drink bottle.

By RICHARD S. SIMONS

ALONG WITH the breath of new-mown hay and candlelight gleaming through the sycamores, the banks of the Wabash have produced one of the world's most famous industrial shapes — the contoured Coca-Cola bottle.

Not only is the familiar container a Hoosier product, but the catalyst that created it was the intense heat and unbearable humidity of a typical, torrid Indiana summer.

Fame and fortune rode in with the bottle which helped build a multi-million-dollar empire for the Root Glass Company of Terre

Haute and its president, Chapman J. Root. When Root died in 1945, the bulk of his estate went to a 20-year-old grandson, Chapman S. Root, an Army recruit who had only recently returned from service in Europe. He was quickly dubbed "The World's Richest Corporal."

Although the bottle's story has received only moderate attention, the container itself is known so well that people in more than 130 countries stretching around the earth can identify it with their eyes shut simply by feeling its shape. The U.S. government, in an unusual move, accepted the bottle as one of the first two glass containers to be patented solely on its distinctive shape. The other was the Haig and Haig pinch bottle.

Before World War I, Coca-Cola, like most soft drinks, was packaged in a straight-walled glass container which was closed with a crown. Each bottle, regardless of the brand of drink that filled it, closely resembled every other bottle. This made it simple for any dispenser of soft drinks to serve a Coca-Cola substitute if he so desired and to confuse his customer with a bottle that bore no distinction whatsoever.

The problem so greatly bothered Benjamin Franklin Thomas of New York, one of six parent bottlers, that he urged Coca-Cola to develop its own exclusive container. Consequently glass manufacturers throughout the country were invited in 1913 to enter the great bottle sweepstakes in quest of a plum of unlimited proportions in the large and expanding soft drink market. The Root Company, along with more than 30

other manufacturers, was notified. The challenge arrived at an opportune moment and intrigued the management.

IN COOL weather during those days glass making at best was an uncomfortable trade. In hot, humid weather it was intolerable. Blowers and gatherers learned to withstand the searing heat radiating from the 3,000-degree charges in the furnaces and tanks as long as ventilation was adequate, but when an extreme heat wave struck, there was no choice but to shut down the plant. At this particular time the Root plant was in a seasonal shutdown.

With the plant idle and day-to-day problems temporarily suspended, Root called his management team together and hurled the challenge at them.

The men represented a varied group of skills and talents. Alexander Samuelson, Swedish-born plant superintendent and one of the nation's most able glass men, was placed in charge of the effort. Under his direction, Root assigned T. Clyde Edwards, company auditor; Roy Hurt, secretary; Earl R. Dean, mold shop superintendent, and his own son, William Root.

Edwards headed the research effort and his path led to the reference room of the Terre Haute Public Library, where he pulled various volumes of Encyclopedia Britannica from the shelves and began to study them.

The logical route led to the two ingredients which gave the drink its name: the coca leaf and the kola nut. But neither the coca, a South American shrub whose dried leaves yield cocaine,



This is the patented shape, designed in 1915, which has been in continuous use by bottlers in 130 countries.

Indianapolis Star Mag
9-9-73

SPECIAL FORMULA

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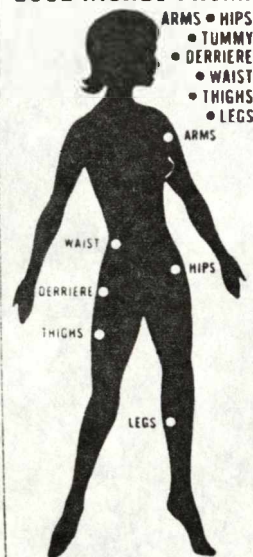
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**WORKS 6 WAYS TO HELP YOUR BODY
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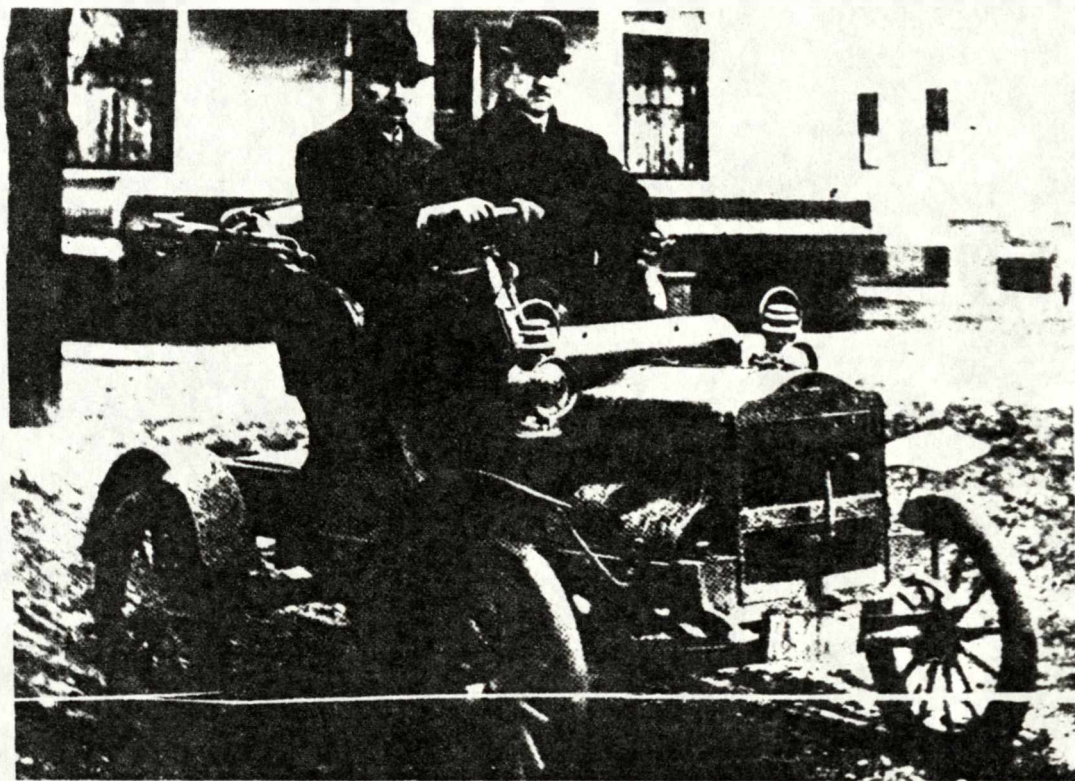
1. Helps control appetite with one of the strongest diet aids available without prescription.
2. Acts to counteract hunger.
3. Contains a mild stimulant. You feel more alert and alive as your weight goes down.
4. Gentle diuretic action helps your body eliminate excess water.
5. Fortifies your body with important vitamins.
6. Features an exceptional easy diet plan. You enjoy good eating as you lose excess weight.

LOSE WEIGHT FAST...ENJOY LIFE MORE!



★ THE HOOSIER BOTTLE

Continued From Page 25



Chapman Root (right) and Alex Samuelson buzz around Terre Haute in an early right-hand drive car at about the time they designed the famed contour bottle.

the property subsequently passed through a succession of hands and returned to production. In the interim, Owens-Illinois converted the plant into a warehouse, pulling the fires, draining the tanks and reducing the birthplace of the Coca-Cola bottle to an idle storage building.

The Wheaton Glass Company of Millville, N.J., purchased the property in 1960 and reactivated it for glass manufacture. Corporate changes successively brought two new names: American-Wheaton Glass Company and American Can Company — Glass Division. In 1968, American Can left the glass business and sold the plant to the Midland Glass Company.

The present plant, which has been rebuilt since the Root days, no longer produces the contour bottle, although it has in the past. Owens-Illinois, however, continues to manufacture the bottle at its plant in Gas City and has produced it there for about four years, according to Bruce J. Amacher, plant manager.

Samuelson, the mechanical genius behind the bottle, had come to America from his native Sweden as a youth of 20. He first went to Iowa as a wagon maker but migrated to the glass industry at Streator, Ill.

In 1895, E. H. Everett, owner of a glass factory in Newark,

Ohio, brought Samuelson there as superintendent. He was much in demand throughout the industry, particularly after he pioneered use of the continuous tank which eliminated the need to halt production temporarily after each batch of glass had been used.

His fame spreading, Samuelson received an offer from the Anheuser-Busch Brewing Company to manage a glass container plant they were building. From this position, he moved to the Root Company.

When the original bottle design was modified to eliminate the bulging center, nearly all examples disappeared and only two were known to remain. One belonged to descendants of Earl Dean, the mold shop superintendent, and the other to Samuelson's family.

Samuelson's son, William, donated the bottle to the Coca-Cola Company which mounted it on a sealed glass pedestal which in turn was placed in a large sealed glass case in the company archives at Atlanta, Ga.

It is displayed there permanently, a monument to Samuelson's artistic genius and Root's productivity; a world-famous non-streamlined symbol in a streamlined age.

★ ★ ★ ★ ★

By ANTHONY HAYDEN GUEST

DO YOU REMEMBER the bright confident morning of the Space Age? Hardly anybody was unaffected by that heroic uplift and (inevitably) letters began coming in to the Coca-Cola Company, Atlanta, Ga. They were from parties interested in the Lunar Franchise.

This has still to be disposed of. In fact, after the last batch of astronauts returned (astronauts are big on Coke), a sign in Times Square, New York, read;

WELCOME BACK TO EARTH
HOME OF COCA-COLA

Forward to the present: In a great many countries the New Seekers proclaim, "I'd like to buy the world a home, and furnish it with love."

Irreproachable sentiments, first heard in a TV commercial featuring a group of kids — devoutly multi-racial, but with an identical clean gleam — which had been shot, it seems, on "a hillside in Italy."

This is the first jingle to have made this transition and it couldn't have happened to a nicer multinational corporation. The Coca-Cola slice of proceeds is going straight to charity — "We aren't in showbiz" an executive tells me, winningly — so that the only thing the company will be getting out of it is another free millions worth of exposure and promotion.

Also they are left with one cheering reflection. "Operation Arden" is really working.

"Operation Arden" is the not particularly secret code-name for what has been just about the most thorough and expensive corporate face-lift ever. The thing is that Coke has emerged from a few slightly stressful years. Not financially stressful, that is. In fact, since Coke beat off an uppity advance by Pepsi in the Fifties, it has positively gone from strength to strength. Currently the company controls 42% of the U.S. soft drinks trade — more than its next six rivals together — and there is a global sale of 110 million Cokes a day.

No, the problems have been in another area — no less sensitive. *The Image*. Scandals have blown up. Most damaging was the brouhaha about migrant workers' living conditions in Florida.

There were radical attacks. "We are part of the American Way. Along with the Flag," says an executive, mournfully, knowing where people wear the flag nowadays. "Coca-Colonisation" became a word much bandied about, and cartoonists would show Coke bottles being put to various inimical uses in Vietnam.

"OPERATION ARDEN" has taken things in hand. "Things Go Better With Coke," always good for a raunchy shigger, joined the tinsel treasury of 75 sometime catchphrases, and Coke became "The Real Thing." The logotype was standardized. There used to be hundreds of these, but the standard one was that rotund, red device.

The familiar circle will survive for decades yet, peeling and flaking off bar walls, a babel of commands — *Bevete Coca-Cola ... Trink Coca-Cola Eiskalt ... Tome Coca-Cola* — but the new look is already dominant. The new look is modern, austere, thrustful, concerned. Coca-Cola is a very concerned corporation indeed.



The modified design
of the original bottle

The birthplace and headquarters of Coca-Cola are in Atlanta.

There is a mass of marble in the lobbies, and glittery offices, coal-black desks and walls of stippled silver vinyl, weird dazzy stuff.

Coke is in the corridors, desks, shelves. There are Coke ads (framed), calendars, gold souvenir bottles, badges, ashtrays, ties. A huge liquid gush of the stuff itself seems to effervesce through the entire building. In cups, tumblers, cans and bottles, Cokes appear on desks, are glugged with stupefying speed, and replenished.

A trayful appears as I begin to talk with J. Lucian ("Luke") Smith. Smith is furnishing me with an anatomy of Coca-Cola. There are five divisions, apparently. The parent company, Coca-Cola USA — of which Smith is president — is down here in Georgia, together with the corporate super-structure that surveys operations as a whole.

Up in New York City is the Export Corporation, and in Toronto, Canada, is situated Coca-Cola Ltd. The two new buys are Tenco and Coca-Cola Foods Division, which handle the burgeoning diversified stuffs that Coca-Cola began getting into in the Fifties, and they are located respectively in New Jersey and Houston.

But this is merely the nucleus of the Coca-Cola Imperium. Where Coke is unique, stresses Smith, is in the relationships with the *bottlers*. There are 887 of these in the United States and 800 in the world at large. Few Coca-Cola men can be found to deny the persistent rumor that the bottling franchise has created more millionaires than any other single source. One unusual factor is that most of the franchises date from the company's youth and are distinct from most business franchises in that they cannot be revoked or bought back without the owner's consent.

'Operation Arden'

Time out, folks, for a little pause
to refresh the image of the thing
things go better with ...

A Brief History: Coca-Cola was born in 1886, the child of an Atlanta pharmacist, John S. Pemberton.

Pemberton's original plan was to market the fluid on medicinal grounds and, as such, it joined the array that he was pushing, which included Globe of Flower Cough Syrup, Indian Queen Hair Dye, and Extract of Styllinger, which toned up the blood. All four directors of the Pemberton Chemical Company were asked to suggest a name for the new tonic. It was Frank N. Robinson, the bookkeeper, who earns his niche in legend by not only suggesting the name "Coca-Cola," but writing it out in that chunkily flowing Spencerian script of the day.

A couple of years later, with Coca-Cola already thriving, Asa Griggs Candler loomed on to the stage.

Candler was a substantial druggist, and by 1891 had acquired complete control of Coca-Cola. The following year a Georgia corporation was formed with a capital stock of \$100,000. He called it "The Coca-Cola Company."

Subsequently, the chronology becomes a matter of milestones.

1915 was a very good year. Alexander Samuelson, an employee of the Root Glass Company, Terre Haute, Ind., designed the classic Coca-Cola bottle. This was the second bottle ever to be patented as a trademark, the first being the squinched-in Dimple Hat.

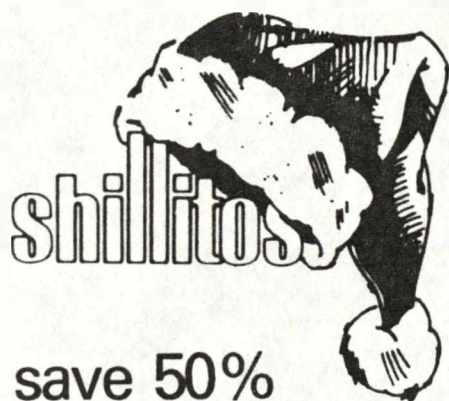
In 1924, the Coca-Cola Co. of Canada was created, and global conquest began.

In the Fifties, Coca-Cola found itself unable to ignore a challenge from Pepsi, Crown-Cola and other such concoctions. The thing is that all this time Coke had been a single-product company selling, moreover, only at soda fountains or in the classic six-and-a-half-ounce bottle. Pepsi and the others had begun the lurch into supermarket styling with "economic family sizes." Prodded into action, Coca-Cola began to experiment with shape and size of containers (Devotees may remember the two-gallon, fridge-sized drum).

Also, they began to diversify their actual product. Fanta was purchased, and Sprite, a sweetish lemon and lime mix, was trundled into action against what I have heard Coke execs refer to as Seven-Uppity.

Coca-Cola, like liberty, can only be preserved through eternal vigilance.

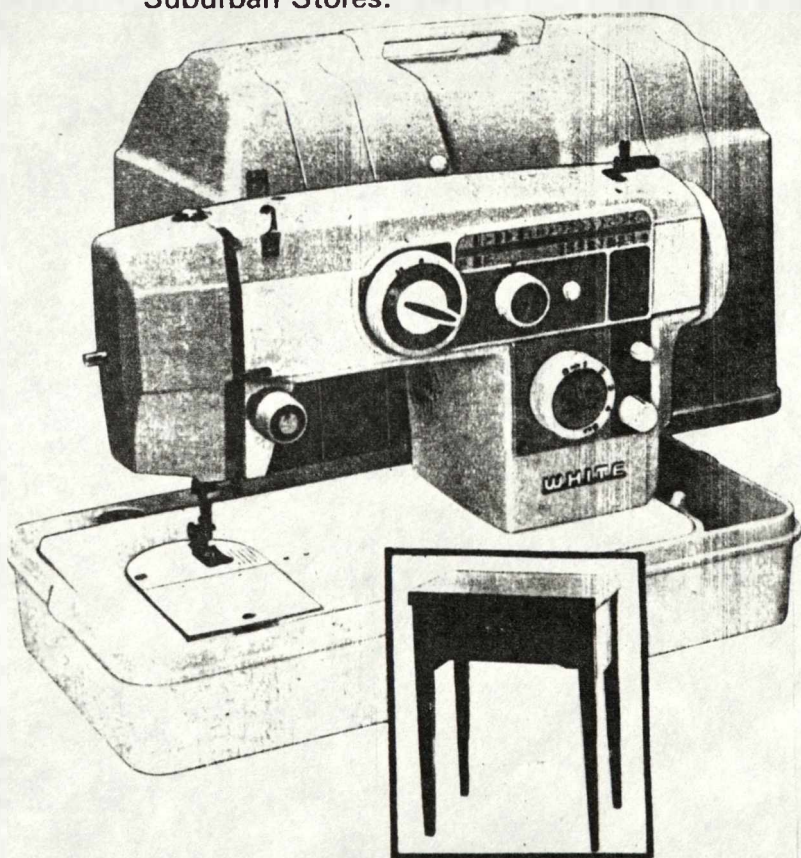
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'Operation Arden'

Vigilante-in-chief and head of Coca-Cola's massive legal department is Julius R. Lunsford Jr., a former naval lawyer, and expert in court martial. I meet Lunsford in his office. The sanctity of the Coca-Cola trademark is his Territorial Imperative.

"It's a paradox," says Lunsford, "The better-known a name becomes, the harder it is to protect." He reels off a roll-call of the fallen, whose names have slid into the public domain. "there's cellophane. And you have vanilla, escalator, yo-yo..."

IN PROTECTION of their rights, Coca-Cola emits a barrage of letters. A clipping service keeps them up to date, and whenever Coca-Cola or Coke is referred to with a small "c" a letter is dispatched to the sloppy editor. The letter is almost primly courteous in tone. "If we're charged with an act of omission, we say we've done everything we can..."

Nonetheless, in spite of the sweet reasonableness of The Letter, some persons, writers, editors, whoever, have been known to be unhelpful, even truculent at the touch of this helping hand. Coca-Cola, for instance, has enjoyed innumerable references in the highways and byways of literature.

Take, for instance, Pierre Salinger in a novel revolving around a diplomatic crisis somewhere in South America. No sooner is there a whiff of trouble than the hero is met by his military attache.

"Ambassador, we have Coca-Cola, American Cash Register and Campbell Soups waiting inside. They want to evacuate now."

What! Quitting? And worse is to come. As the Ambassador strides (grimly) into the residence —

The Coca-Cola man stood up abruptly blocking the ambassador... "I warn you, Hood. I have a complete inventory of the plant. When I come back, if there's as much as one typewriter missing, I'll file a claim against —

"You won't be back," said the ambassador...

Not be back! That alone, as any Coke man will tell you, is enough to damage the scene's credibility. After all, even Fidel Castro was seen glugging a Coke recently. But Coca-Cola is accustomed (if not resigned) to being exploited by what they tend to call eggheads.

In James Dickey's "Deliverance" one of the four sporty businessmen is a Coca-Cola man, as is Jimmy Cagney in Wilder's "One Two Three."

Even the Coca-Cola device itself has been profaned. Posters and T-shirts would carry that weightily undulant script, except on closer scrutiny it would read COCAINE or COSA NOSTRA.

But it is the visual artists who have got the most fun out of Coke imagery. Most pop painters have alluded to it. Warhol has a silkscreen which is a rendition of a great many bottles, variously full, partially full and empty. A sculptor cast a bottle in bronze, adding ripely nipped boobs.

Normally Coca-Cola is too dignified to be waspish about such trivia. When Michael English, the British designer, mounted an exhibition called "Rubbish," a Coca-Cola cap, dented, was among the five genres of garbage that he depicted in stunning trompe d'oeil.

A Coca-Cola spokesman said: "The

crown of our bottles is shown and we are naturally pleased. The artist is to be congratulated on his creativity by showing how everyday objects can be portrayed as things of beauty."

It is just possible that the alternative title of the "Rubbish" exhibition might have had something to do with this rare forbearance. This was "Celebrities of Our Age."



A 1931 Jean Harlow display in the Atlanta Archives

Imitation may be the sincerest form of flattery but the Coca-Cola Company can happily do without it. A tragic error was way back when they lost control of the word "Cola." The list of international cola drinks is as long as your arm — I have myself drunk Appia-Cola in a Roman bar and a creepy stuff called Inca-Cola somewhere not too far from Tehuantepec — and many of them sound, or look, suspiciously like Coca-Cola. The

'Operation Arden'

There is no reason to dispute the Austin version. What with the Cesar Chavez grape-workers campaign there were enough straws, so to speak, in the wind. And the Florida conditions really were a shocker, Coca-Cola discovered. They own some 30,000 acres of citrus grove and employ 300 regular workers but, during the eight-month season, perhaps another thousand would be hired every day. The housing consisted of this huge and dirty dormitory or a huddle of bug-infested tarpaper shacks, and the hours were interminable. Coca-Cola swung into action.

A multipronged attack was got under way. The permanent workforce was increased, and such comforting paraphernalia instituted as vacations and pension schemes. Likewise, child-care centers, and mobile clinics staffed by registered nurses. Regular worker-management meetings were organized, and Community Boards set up such worthwhile programs as voter registration, reading, legal services and cultural enrichment.

But giving credit where credit's due has never been the media's forte. This plan had been under close scrutiny for nine months when somebody alerted NBC to the whole migrant deal and because of this video muckraking a Senate Subcommittee of Migratory Labor was set up under Sen. Walter Mondale.

Austin was called and admitted that, yes, things were pretty rugged down there, but — he repeated — Coca-Cola had been sorting the situation out for a year.

The Congressional Record quotes Mondale as follows: *I think I can speak for most of my colleagues on the subcommittee when I say that we were impressed and encouraged with the ambitious efforts and intentions of Coca-Cola.*

Senator Mondale wraps it up with, perhaps, the merest breath of menace. *The subcommittee will continue its interest in the plan, and we intend to maintain a close watch on its progress.*

The prospect doesn't displease Paul Austin.

"I could say to you," he says to me, "that this is the only welfare program in America today that is actually working."

Other, and still unresolved, problems lie elsewhere. Namely in the populist/consumerist upheavals concerned with such code words as The Environment.

"We would be delighted to go back to the returnable bottle," Austin says, "If that's what the Consumer wants..."

And since he manifestly doesn't?

"Here's an example where you cannot do what the pure ecologist would have you do, and withdraw all non-returnable containers. That would be catastrophe, and the company would be so weak that it wouldn't be able to do anything good for anybody. So there is a commercial side."

Unlike certain other businesses, Coca-Cola is properly respectful of its past. The museum archives occupy a couple of

rooms in the new Atlanta building, where they are cared for and catalogued by Wilbur Kurtz Jr.

There have been archives of one sort and another for a quarter century, but the current nicely mounted display only dates back two or three years. How was it preserved? It was put away in warehouses, Kurtz says. A lot of the old-timers kept track of it. Kurtz was actually hired to do this job 30 years ago, but there was one thing and another. The War. Kurtz

for ginger beer, and the later, slightly slimmer jobs with diamond labels and then ... *the bottle*. The Samuelson Classic. Certainly the best-known bottle, if not the best-known shape in the world.

The immense growth of interest in Coke archaeology began, Kurtz says, about 1960, and prices have rocketed. There is a dazzling variety of bric-a-brac — calendars, matchbooks, clocks, thermometers, trays — and most soft drink firms were pushing these sort of givea-

nature; an up-er. Hangover, headache and menstrual spasm would be fended off by what — in a splurge of red type, Coke's first use of color — was heralded in 1890 as "The Wonderful Brain and Nerve Tonic."

But already contrary tendencies were present.

On March 29, 1886, the beverage was revealed to be "Delicious! Refreshing! Exhilarating! Invigorating!" A subversive element, the Pleasure Principle, had slunk onto the scene.

Obviously this would include girls. The Coca-Cola Girl emerges at just about the same time as the Lautrec dancer or Picasso's absinthe drinkers but it is doubtful if they would regard themselves as sisters, even under that pearlized skin. The earliest Coke Girl was of wholesome proportions, and demurely stay-thitherish, like Lillian Russell, the spitting image of Queen Alexandra (so to speak), with ostrich fan and tiara.

However, together with the century, the Coke Girl began to loosen up somewhat. An important change was that the D'Arcy agency of St. Louis began to handle Coke advertising in 1906. "That was Archie Lee," Kurtz says. "He was the man who invented the phrase, 'The Pause that Refreshes!'"

Lee masterminded the great decades of Coca-Cola advertising right through to 1956. It was Lee who hired the greatest of the American Pie painters, magic realists like Norman Rockwell, Haddon Sundblom, N. C. Wyeth, who contributed so crucially to that whole U.S. look.

The Coke Girl, for one, gets younger. Her hair is tidily touseled, and her mouth widens into that demure laugh, like a cross-breeding between Sandra Dee and the Mona Lisa.

I met Walter Margulies in New York City. Walter Margulies has a polished tan, the unyielding smoothness of a chestnut. What Walter Margulies is ... well, the role is tailor-made for him, as it should be, since he created it himself. Margulies is a scientist and an artist. A technician of the Corporate Image.

Lippincott & Margulies Inc. were first prospected by Vance Packard in those high Fifties' times when it was sociologists who used to make our flesh creep, and the firm hasn't looked back since.

Walter Margulies was the obvious choice, in fact, when Coca-Cola sensed that they were suffering an Identity Crisis. The crisis was an odd one. They were too well known. They were successful, established — yes, almost stodgy — and what's worse they were so well-known that they were ... invisible *Global wallpaper*.

This was the genesis of Operation Arden.

There are 18 million outdoor Coke signs, at a conservative estimate.

"The sign was so well-known and so over-all displayed that people could go through a street with, let's say 40 to 50 Coca-Cola signs, on windows, doorways and so forth, and you'd ask if they had seen a Coca-Cola sign. And they hadn't!" says Margulies.

Walter Margulies came up with two schemes of which the second — and slightly sedater — was adopted. Just for a start, a new advertising campaign was designed. Of course, in today's saturated market campaigns are effective for

Continued



Delicious and refreshing! A cardboard cutout from 1922



Both the bottle and the lady have changed

shuffled around the company doing every sort of job — "But I had these archives in the back of my mind, and I operated a lot out of my hip pocket until I could get it organized."

What is now organized is a documented display of memorabilia.

THE DOMINANT item is the Coca-Cola bottle itself. Here are those first sturdy bottles, the sort that are still used

ways, but none more than Coca-Cola. In 1903, when Pepsi was spending \$1888 on advertising, Coke was already spending a quarter million.

Wilbur Kurtz ruffles lovingly through folios of ad material. First, the archaic ones. "The earliest advertising agency we had was right here in Atlanta. Mostly black-and-white stuff."

These are High Victorian, and brimful of uplift. Doc Pemberton's own belief had been that Coke's contribution to the sum of human happiness was of a medicinal

company resolutely tries to stamp out as many of these as it can, but it's only through the extremest of legal niceties that one can establish that Pepsi-Cola say) is admissible whereas Cleo Cola is not.

Paul Austin is effectively boss-of-the-bosses at Coca-Cola. Austin's office is in the new building. He is a tall man with a statesmanlike manner, sort of a glamorous *gravitas*, which led one English publication to wonder why somebody of his caliber wasn't in politics, an observation which still causes company men to chortle. The Coca-Cola Company is politics.

Up to a point, of course, it has to be. "We are based squarely now on the multinational concept," Austin assures me, roundly. "We will become less and less parochial to America, more and more oriented to international trade."

The franchise system has evidently been a great source of identification in depth. "Our basic capital structure is foreign, because the bottlers are contract bottlers who invest their own pesos, marks, francs and what have you into our business ... In fact we start out being indigenous."

Nonetheless the myth of Coca-Cola as just a fizzier branch of U.S. foreign affairs, a sort of carbonated CIA, is a long time dying. The tendency of foreigners to confuse Coca-Cola with the mother country is a source of quiet pride to Coke men, but also of occasional embarrassment. As recently as July, 1971, a row erupted in the Indian Parliament during which irate MPs alleged that the company had been raking out annual profits 50 times greater than their entire investment. Other MPs leapt to the defense of the beleaguered beverage, among them that sometime ardent anti-American and Radical, Krishna Menon.

"It's a matter that is solely politically motivated," Austin says, sagely. "And a relatively small party, a left wing party, has gotten some very valuable publicity out of it."

Coca-Cola's exemplary behavior has been a relevant part of Operation Arden — especially relevant considering such recent PR setbacks as the blow-up over migrant labor in Florida.

A Senate subcommittee on migratory labor accused Coca-Cola of "callous disregard" on the citrus fields of Florida. The way Coke tells it, the legislature and the company realized that the workers were having a rough deal at more or less the same time. Paul Austin had asked Luke Smith — then manager of the Foods Division — to go and have a look around the groves.

"I had a funny feeling that something was happening there," Austin recalls, "And this is absolutely true ..."

"Luke Smith is a wonderful, conscientious guy and must have sensed my nervousness, so, sure enough, he went down there and demanded to see every roof that anybody we paid lived under."

"When he left there, instead of going back to Houston, which was his headquarters, he took a plane up here — called me from the airport, and said *I've seen!* He sat at that desk, in one of those chairs, and he said, Paul! What's going on is totally — to use his expression — *totally alien* to the Coca-Cola Company. And we can't have it!"

Continued

The Zeal Thing



JANI GARDNER, twice divorced author of books on love, freelance mother, sometime TV personality and Covington woman-about-town is one of a countless swarm of Coke freaks in this land. They drink the reddish-brown solution in preference to anything else and squirrel away like golden chestnuts the seemingly endless bits of Coco-Cola memorabilia.

"My first taste came at two months when my mother put a nipple on a bottle of Coke. I've been addicted ever since," says Ms. Gardner. "I go to the bar at Pigall's and they immediately set me up with two Cokes and a peach tart. I've tried to get off on Tab but it tastes like rusty nails." At her peak she was on 10 bottles a day. That was when she had a Coca-Cola charge account. Now she's on a maintenance level of a six-pack per day.

"When I come down off Coke I feel lackadaisical. No pep. It's like a friend is gone. I'm like your standard, stranded junkie."

She outer-directed her Coke passion in 1962 when she began collecting Cokicana. Today her Early Junqueyard styled apartment features Coke posters, Coke trays, Coke ice picks, Coke lighters, gaudy, red neon Coke

signs, various Coke bottles and a metal Pepsi carrying case. Huh? "It was given me by a friend as a kind of joke."

BUT WHY?

"Coke is fun. It has its own way of saying hello. It's neat and sweet. Symbol of peace, health and wealth. Who ever heard of anybody saying something bad about Coke?"

Her prize possession is the original Coca-Cola formula dated 1888 which she found several years ago in a dank and dim New York antique shop among some sinisterly, obscured pharmaceutical formulae. If the Coke phenomenon is a monument to advertising, the mystique of the Coke formula is the beautiful baroque gilding at the top. The Coca-Cola Company has long maintained that the recipe and fixin's for this simple concoction are known but to three living beings. Jani claims to be the fourth. And further that it is locked away in some subterranean chamber known only to herself.

"I've thought of going to Atlanta and selling it to Coca-Cola but I could be accused of extortion. Besides, I've been warned that if I go to Atlanta with the formula I would never leave with it still in my possession."

Few eyes have actually seen Jani's formula. Her pushy kids will admit to seeing it. But only if they get their pictures in the magazine. No good. Her exes will confirm it just to keep all systems cool. Again, no good. Ah, but Tom Pearson. A friend and fellow Coke freak in Bermuda who Jani says has also seen it. But a call proved inconclusive. All Pearson would say was that it was a Cokamamy story and hung up. And all Jani is saying is that oil of tangerines is *not* the secret ingredient.

Truly, the cause that represses.

— William Speers



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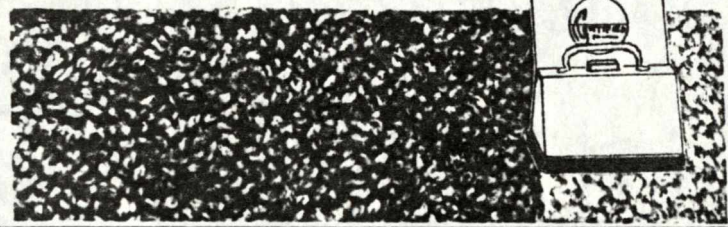
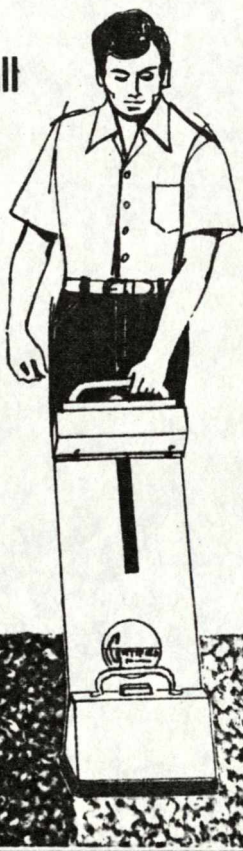
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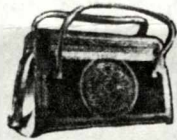
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'Operation Arden'

shorter and shorter series of time. McCann-Erickson (who had taken over from D'Arcy after the death of Lee) had launched "Things Go Better With Coke" as recently as 1965. The slogan had a fun feel about it which seemed appropriate to the Swinging Sixties. The replacement — "It's The Real Thing" — had other characteristics, just as appropriate to the Seventies. It is Relevant, and likewise Reliable. (It is, incidentally, a smack in the eye for such "unreal" things as Pepsi and Royal Crown).

But it wasn't just a new campaign. The entire image was overhauled. There is a new logo, what a computer might disgorge if it had a crack at reproducing that Spencerian script.

Finally, the signs will be standardized. That higgledy-piggledy global wallpaper will be wiped out, and replaced by that crisp market-researched uniformity. And how long will it take for the new device to attain the mass recognition of the medley of originals?

"That is one of the good things about this program," Margulies reveals. "The new one has the same recognition at its start as the old one did after years of exposure. And this was one of the criteria of the project.

Coca-Cola is, let's face it, a nonessential item. Soda pop! What's more, it hasn't changed in 86 years. Except in size, that is. If anything is a tribute to the power of advertising it is Coca-Cola. In its first year of operations, Coca-Cola's profits were \$50. In that same year "Doc" Pemberton spent \$46 on advertising, namely an oilcloth sign. The proportion since has been revised somewhat — one does have to keep one's head — but it was an omen.

Today the Coca-Cola Corporation is ranked 69 in the *Fortune* list of top U.S. companies. It is, on the other hand, the twelfth top advertiser with an annual expenditure of upwards from \$75 million.

Obviously, I had to attend the shooting of a commercial. I took to hanging around the McCann-Erickson office in Manhattan. The art director on the Coke account is Al Scully, who has the sporty shirts and greying crop and is filled with zeal. He really likes Coke, and the Coke message. Atlanta vibes are very strong in McCann's.

Al Scully suggested the Christmas Special. This is to be a sequel to the Italian Hillside smasheroo. The singers will, Scully explains, be grouped around a tremendous Christmas tree in the snow.

Shooting is to be on the Columbia Pictures backlot, Burbank, Los Angeles. And, yes, the tree is tremendous. Twenty-five feet of silver spruce in vegetable explosion into the luridly blue sky. Phil Messina and Peter Isralson picked it out personally. Messina is the producer, and Isralson the director. They are down from New York with Harvey Gabor, the art director. They have a jaunty triple-act of people who have worked successfully together before.

"The people will be holding hymn-books. They'll have a general, acceptable

look, very merry and bright. It's more a symbolic group representing Goodwill. You know, I think it's nice," Isralson says earnestly. "And what I think is nice is that it's a commercial with no pitch in it. It's simply a Christmas tree. It doesn't have a Coca-Cola bottle in it, and all it says is — *Peace on Earth Goodwill to Men!*"

Next day, the long dressing of the set starts. The Cherrypicker is wheeling around and 1500 bulbs in primary colors are strung along the branches. Also the snow men are at work. They are shoveling snow by the spadeful. It glitters white in the broiling heat, and the snow men are slick with sweat. The snow comes in 55 cardboard crates, with pounds of snow to a crate. It consists of white plastic shavings. They feel light and dry, like dessicated coconut, and hardly smell at all.

Now an assistant director forms the extras into a circle around the tree (not a full circle). Messina is working the lights from a console right at the back. They open their black St. Basil's hymnals and bend their heads, reverently. The fairy lights on the tree are synchronized, and the camera makes smooth practice runs up and down the ramp, starting way in there, close on the treetop. "I Want To Buy The World A Coke!" repeats the playback unit, generously.

Things are ready. There are four towers of tubular steel, all manned. The camera is aloft with Isralson close into the tree. The arcs are switched on and flood the place with a silvery fox-fur light. Last adjustments are made to the extras: "Right there!"

They start shooting. They do it the director's way in which the great silver star at the top of the tree turns on at the beginning; and the producer's way, in which the star comes on at the end, in time for the Goodwill Message.

The director doesn't think that's quite right.

"I don't think Phil's thing is right," he confides to Harvey Gabor. "It has no spiritual uplift at all. With the star going on at the end it isn't beautiful. It's curt, that's all . . ."

Round the tree again for another take. "It's an American group," somebody tells me, "It's John Everyman."

The star glitters, and the lights twinkle on, red, bright orange, and sky blue, and there is a far-off hint of sleigh bells on the wintry air, and John Everyman stands in a warm, close circle, and they are holding the coal-black St. Basil's Hymnals open and gaze up at this somewhat reconstituted spruce. *And they sing.*

The Coca-Cola jingle wells out pure and sweet from the playback machine and fills the Los Angeles night —

"Cut! Print it!" Isralson says. Further work lies ahead, but he has an instinct.

"That was the take" he says, contentedly. "It was beautiful."



About The Author: Anthony Hayden Guest is an Englishman on the staff of *Private Eye* magazine in London. He wrote the Coke story for the *London Daily Telegraph* where it first appeared.

Earl R. Dean, Coke Bottle Designer, Dies

IS JAN 9 1972

Earl R. Dean, 81, a former resident of the city and the principal designer of the Coca-Cola bottle, died in Hinsdale, Ill., at 1:45 p.m. Saturday.

As a young man of 25, Dean worked for the Root Glass Company when he and others in the firm came up with the design for the bottle.

The Root Glass Company, located on Third and Voorhees (now occupied by the Midland Glass) received a commission in 1915 from the Coca-Cola Company of Atlanta, Ga., to design a new bottle for the popular drink.

Chapman J. Root, president of the Root Glass Company, turned the project over to his supervisory staff which at that time included: Alexander Samuelson, Clyde Edwards, Roy Hurt and Earl R. Dean, supervisor of the mold room and William R. Root, son of Chapman J. Root.

Working together with the other supervisors, Dean developed a bottle design which seemed to fill all the qualifications set out in the requirements set up by the Coca-Cola Company of Atlanta.

The bottle concept was patented by the Root Glass Co. under the Samuelson name but it has been established that credit for the design went largely to Dean.

The Coca-Cola bottle design was an instant sensation when it made its first appearance on

(Continued on Page 10, Col. 6)

Earl R. Dean

Continued From Page One.

the market in November of 1915 and played a large part in the astronomic increase in the world-wide sales of the product. It brought fame to the city of Terre Haute and riches to the Root Glass Company.

In the years since its design, the bottle has become a classic.

Chapman J. Root bought heavily into the Coca-Cola company, establishing Coca-Cola franchises in many sections of the country. On his death, he left his multi-million dollar estate to his grandson, Chapman Shaw Root who now lives at Ormond Beach, Fla., just outside of Daytona, Fla. William R. Root, son of Chapman J. Root and father of Chapman

Shaw Root, was killed in an airplane crash early in the 1920's.

Since his retirement about 30 years ago Dean had lived in Miami, Fla., and Clarendon Hills, Ill. Word of his death was received Saturday evening by a cousin, Mrs. Charlotte Erne, 2210 College Ave.

Dean is survived by two sons, Robert, Clarendon Hills, Ill., and

Norman, of California; six grandchildren and two great-grandchildren.

The body will be taken to the Callahan Funeral Home, where friends may call after 10 a.m. Tuesday. Services will be at 2 p.m. Tuesday, with burial at Highland Lawn Cemetery.

A scalpel is a surgical knife.

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A Coke in bottle by any name stamped on bottom

By RICH GOTSHALL

STAR STAFF WRITER

Few people, after drinking a returnable bottle of Coca-Cola, can resist the temptation to look at the bottom of the bottle and see what city is listed there.

Many drinkers probably have wondered how a bottle from Dubuque ends up in Fort Wayne, or a bottle from Hawaii winds up in Beech Grove.

Well, at the risk of being branded "the man who killed Santa Claus," the city doesn't mean anything. It did once, but that was a long time ago.

A spokesman for Coke said the bottles originally were stamped with the city where they were to be used. That means Indianapolis would get a

lot of Indianapolis bottles. Dubuque, Iowa, would get a lot of Dubuque bottles. Same with any of the other cities where the cola is bottled.

After World War II, the company decided to drop the city. Bottlers were flooded with requests from loyal Coke drinkers to bring back the cities. So Coke did, but with a switch. Each bottle-maker would produce the characteristic bottle but would put any of several different cities on the bottom.

That explains how an eight-bottle carton of bottles purchased in Indiana can have eight different cities listed, and not one is Indianapolis.

That bottle, by the way, is a Hoosier creation.

The design was originally suggested by a Swedish glass blower named Alexander Samuel-

son, who was an employee of the Root Glass Co. in Terre Haute. In 1913, the soft-drink company announced a sweepstakes to find a new bottle design. The Root entry was chosen the best at the 1916 bottlers' convention in Atlanta.

The contoured bottle was patented in 1915 by Samuelson. He carried out an idea conceived by T. Clyde Edwards, the Root auditor, to make the bottle resemble the shape of the cacao bean pod, a major ingredient of the soft drink.

The bottle itself has been modified a few times in its life and is largely the same today as it was in 1916. In 1923 the patent passed to the Root Co. In 1937 Coca-Cola acquired it.

Before the Samuelson bottle, Coca-Cola used

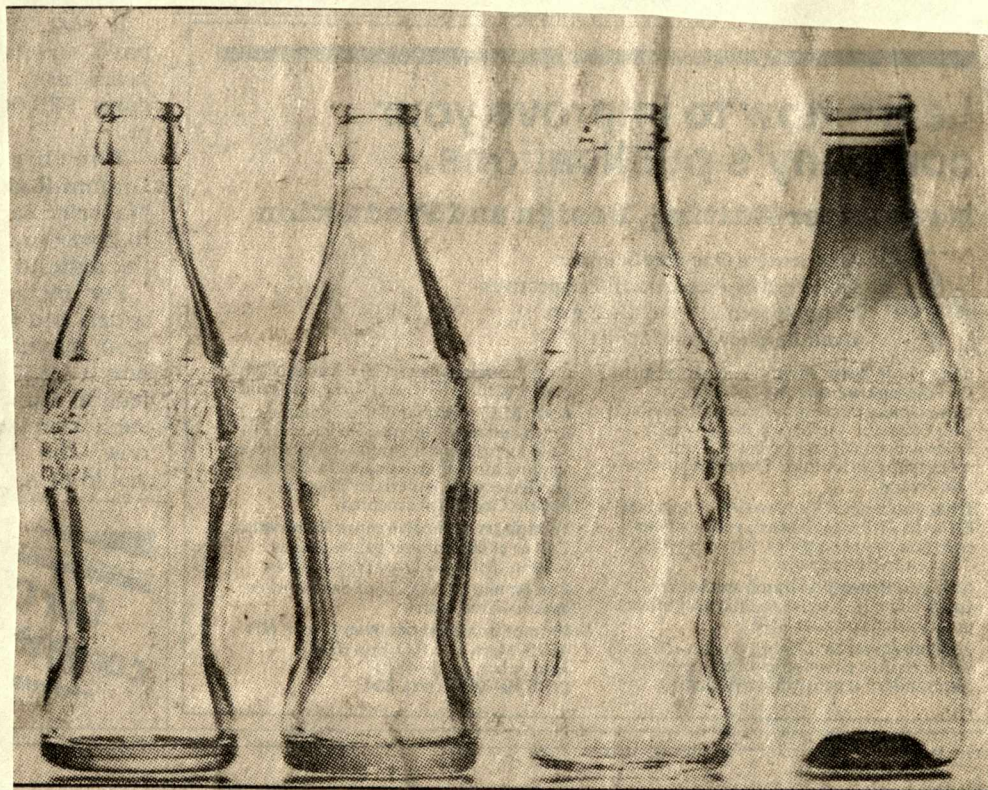
two other bottle designs. Both are highly prized by collectors. Among more current bottles, commemorative editions of the classic bottle are a primary object of acquisition by collectors.

That's the kind of item Bill Edwards, a district manager for Coca-Cola USA, looks for. He recently traveled to Ohio for a regional meeting of Coke item collectors. The national association of collectors is called The Cola Clan. The Hoosier chapter has more than two dozen members.

An original pre-1900 Hutchinson-style bottle would be an almost inestimable addition to a collection. But as one collector said, "I've never even seen one. I'd pay just to look at it. I know I never could afford to own one."



The first Coca-Cola bottle (far left) was made in 1894. The others are 1899 to 1902; 1900-1916 (3rd and 4th); 1915;



1923; 1937; 1957; one-way bottle from 1961; and plastic from 1975.